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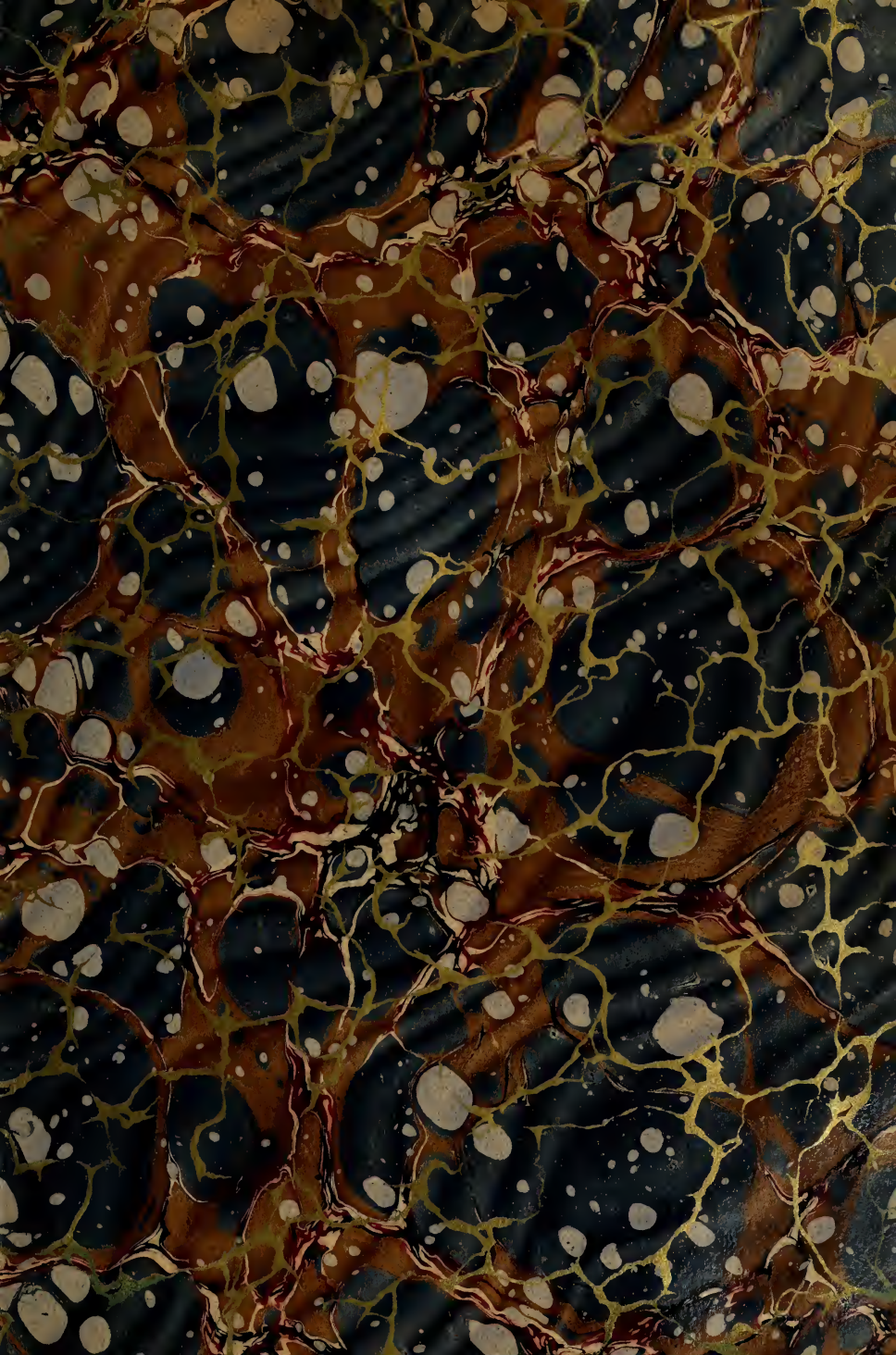

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JANUARY—1912

Economic Advertising

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WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING, TORONTO, CANADA

MAKE YOUR BUSINESS GROW BY ADVERTISING IN THE

TORONTO DAILY STAR

¶ Advertising is an aid and in most cases necessary to the success of any business.

¶ Newspaper advertising is conceded to be the best method of publicity for general purposes, and it naturally follows that the best newspaper is the one that will bring the largest returns.

¶ Get our rates for one insertion or 305; for as many lines, inches or columns as you need.

¶ In Toronto THE STAR continues to be the medium par excellence for display advertisements of all kinds; best because of its large "quality" circulation and its handsome typographical appearance, which greatly enhances the value of the advertisements.

Telephone Main 5360

THE DAILY STAR

Toronto's Leading Newspaper

U. S. Representatives

C. H. EDDY,
5024 Metropolitan Bldg., N.Y.

EDDY & VIRTUE,
People's Gas Bldg., Chicago

A Monthly Magazine published in the interests of Canadian Advertisers

Economic Advertising

ADVERTISING RATES.

	1 month.	6 months.	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.

Vol. 5. Toronto, January, 1912. No. 1

Straight Talks

RETROSPECT AND FORECAST

JANUARY, 1912! This is surely a good time to adjust our advertising spectacles and take a look at the past year's endeavors, and to forecast the activities we may expect in the coming year. And we think that we have good reason to shake hands with ourselves, because of the "Something attempted, something done," resulting from the past year's labors.

The outstanding feature in the past year has been the extraordinary awakening of interest in the Ad Club movement, in which Canada has had a very big share.

The Convention in Boston last August performed a really creditable work in bringing to the notice of the public in general the interest which is being taken on all sides in better and cleaner Advertising. And nobody who was at this representative gathering could have failed to recognize the earnestness of purpose which underlay every speech and every movement at this Convention.

In "Printer's Ink" of a recent date we noticed a very significant remark by a well-known Advertising Agent, who had been summering in the Old Country. Advertising on this side of the water is undoubtedly far ahead in the matter of display and forcefulness of copy of anything in the older countries. Yet the gentleman in question, on his return from England, talks in the following significant manner: "The ads in the English Dailies were, of course, not so striking or so skilful technically, as those published in America,

THE
CENTRAL PRESS
Established 1878
AGENCY
F. DIVER Manager
HEAD OFFICE AND FOUNDRY
70-76 PEARL ST TORONTO
BRANCH REGINA SASK
ELECTROTYPING
STEREOTYPING
ENGRAVING
DESIGNING
ILLUSTRATING
ADVERTISING
CONTRACTORS
AND
READY-SET-PLATES
CPA

but as I read them I could not help but feel that what was said in them was true, and that I could rely upon the statements made."

Here is a tribute to English Advertising which is the greatest any man can pay, and in a review of the trend of Advertising in the past year we think that strides have been made on this continent also in the direction of making Advertising more truthful, more exact.

This, at any rate, is one of the main lines of activities which the Advertising Clubs have taken up, and in one case at least, that of Atlanta, Ga., the local Ad Club has prosecuted a firm in that city who were selling goods which were not what they were represented to be.

What of 1912? We have every reason to anticipate a further clean-up in the columns of those papers which have been publishing questionable Advertising. Several of our leading Canadian dailies have set a fine example in this respect, and certain classes of advertising, which a few years ago represented the backbone of the advertising income for one or two of our leading papers, have had to go to the wall.

Perhaps it will not be in 1912 that fortune-telling ads, marriage offers, divorce agencies, quack doctors, racing tips, lotteries and other ads of that ilk, which have preyed too long upon the credulous public through the medium of the daily press, will be relegated to a back seat.

But the time is coming when the daily papers will find that they are looking after their own interests best by refusing to publish any advertisements from this fraternity.

The successful daily newspaper will always be that organ which reaches the home—which is read and appreciated by the largest number of home-loving people, and if the rising generation is to be educated in the right way, the daily newspapers cannot be too careful in the style of advertising which they allow to appear in their pages.

* * *

BUILDING FOR THE FUTURE

Even the casual observer cannot fail to be struck by the trend of modern advertising, which certainly does not confine itself to the demands of the moment, but in many instances looks ahead, and plans to influence the trade of the next generation.

Especially is this noticeable in a large number of ads, particularly of foodstuffs, clothing and articles of household utility,

Western Canada as a Market For Automobile Manufacturers

More automobiles are sold in Western Canada in proportion to its population than in any other part of the Dominion.

8,000 cars were in use in the three Prairie Provinces in November, 1911. There will be 20,000, it is estimated, by the close of 1912.

Not only do city and town people here in the West buy automobiles but the sale of them to the prosperous Western farmers also provides a large field for automobile manufacturers.

ARE YOU GETTING YOUR SHARE?

In the beginning of the automobile movement the Winnipeg Free Press established an automobile section conducted by a writer familiar with every phase of the automobile situation. This is acknowledged to be the strongest automobile section published in Western Canada—one of the best conducted in the Dominion. The Free Press has led in the good roads movement. It has established its supremacy in automobile matters, a position acknowledged by buyers and agents throughout the West, and the manufacturers who are acquainted with Western conditions have used the Free Press liberally.

Enter this prospering field in time for the 1912 trade and announce your car in the advertising columns of the Winnipeg Free Press.

COVERS A VAST FIELD

The Winnipeg Free Press has a sworn daily average circulation of over 57,200 copies. Prospective purchasers of cars are very likely to be included in this large circulation, and the manufacturer's advertisement will get better results than can be secured in any other way,

Any Canadian Advertising Agency will be glad to advise you on Western Canadian conditions and submit a plan of campaign

EDGAR J. GUY Canada Life Building TORONTO

EASTERN REPRESENTATIVE

in which the use of child illustration and child appeal is made so strong a feature.

The use of child pictures (as in the Five Roses Bud and Rose Ads) appeals in two ways, and it is difficult to say which appeal is the stronger, and which is likely to have the more lasting results. Firstly, most of us are children at heart, and we enjoy and are attracted by the pictures of children, especially if a little out of the ordinary. Secondly, this style of advertising is very attractive to the rising generation. It shows boys and girls just like themselves in action—depicts them *doing something*—and the desire to be up and doing is surely a prominent trait in the character of every healthy youngster.

And this is where we see so much good in this style of advertising. The boys and girls of to-day are the men and women of to-morrow, and surely it is good policy to familiarize their youthful minds with the name and good qualities of your products. Isn't this one of the surest ways of building for the future—of guaranteeing the demand for your goods in increasing quantities ten, fifteen and twenty years hence?

Now this movement for educating youthful minds for future sales is becoming more widespread each day, and in many publications, especially in the Youth's Magazines, it has produced splendid results in present sales, whilst, at the same time, it is implanting ideas in the heads of young readers that strong competition in later years can hardly dislodge.

Fifteen or sixteen is probably the most impressionable age in one's life—certainly much more so than ten years later, and an increasing number of advertisers are making use of this fact to present their arguments to the young in simple, terse and stirring language, confident that a rich harvest will await them in goodwill and trade in the years to come.

This is one of the most significant movements in modern advertising, and shows that the importance of building for the future is at length being more fully realized.

* * *

USE AND ABUSE OF THE 'PHONE

With the introduction of modern time and labor-saving appliances business has, undoubtedly, received a fillip unknown to previous generations, but among all the benefits accruing, it has been inevitable that some abuses have crept in.

Reach More People for Less Money

If there was only one big daily paper published in Ontario, imagine what a fine advertising medium it would be, because everybody who wanted a metropolitan paper would have to take it.

This is practically the position LA PRESSE occupies among the French-Canadian population of the Dominion. True there are a few other French papers published, but they are only "little fellows" when compared to LA PRESSE'S enormous circulation, which averaged over 105,000 daily for the month of November.

When the French people want a REAL PAPER they take LA PRESSE. They may take one or possibly two others also, but you can cover practically the whole French-Canadian buying public by using both Daily and Weekly editions of LA PRESSE.

Let us show you how to get a lot of business from over 2,000,000 of Canada's population that your English advertising never reaches.

WRITE FOR PARTICULARS

LA PRESSE
MONTREAL, CANADA

Ontario and Western Canada Salaried Representative: HENRY W. KING, Telephone Bldg., 76 Adelaide St. W. Toronto, Ont.

The Times

is one of Canada's oldest papers and a successful one from the first. If you want to reach its thousands of readers in and out of the city

Make your Contract for Advertising for 1912

WITH

The Hamilton Times

a bright, up-to-date Home paper.

Printing of all Kinds a Specialty. One of the Largest Job Plants in Canada.

'Times' Printing Co.
Limited
HAMILTON, ONTARIO

And perhaps the invention that has a greater bearing on modern business life than any other—the telephone—is the one into which the greatest abuses have crept, the one which is daily most misused by the business public.

A writer in a recent number of the "Outlook," quoted in "Printer's Ink," mentions a telephone official as saying that many rows would be avoided easily if people would use common courtesy over the 'phone in the transaction of business.

This is where the great abuse of the telephone comes in—the impatience shown if immediate connection is not forthcoming, and the lack of courtesy in answering "Central" or the receiver of the message, when delays occur.

A business man when calling at an office does not fret and fume if the man he wishes to see is engaged—he waits, often with a considerable amount of patience, his convenience. But the same man, in wishing for a telephone conversation, will get most absurdly irritated if he cannot get an almost immediate connection with the man to whom he wishes to speak. Mind you, he has no appointment, and has no idea what business may be occupying the other party, yet most unreasonably he expects him to quit what he is doing and give him his undivided attention.

Then again, you will seldom hear a business man tell the office boy in a peremptory manner, "Send Brown in at once." It would rather be—"Ask Mr. Brown to step inside," or an equally courteous order, yet in giving 'phone instructions the common command is—"Get Jones on the wire," or some other snappy order.

Now the tone and manner in which the principal of a business gives his instructions is sure to be caught and repeated by the subordinates, and the consequence is that the message is often delivered in a curt, discourteous manner, that discredits the policy of the house, and causes annoyance to the customer.

We hold no brief for the Telephone Companies, but we do think that many business men are, to say the least of it, most unreasonable in what they expect the telephone to accomplish for them.

It is difficult to conceive how modern advertising could be carried on without the use of the 'phone—it has become an integral part of business life, and we feel that a little more discretion shown in its use, and a little more common courtesy practised when speaking through it, would enlarge its usefulness, and make it still more appreciated as the real time-saver that it is. The increase to its advertising value would, at any rate, be very great.

THE HERALD

Evening CALGARY, CANADA Weekly

The keynote of your western advertising campaign. Covers the most profitable field in Canada to-day. The circulation of the Herald combines quality with quantity. If you are advertising in Western Canada you cannot afford to overlook the Herald.

Sworn Daily Circulation, 15,317

The Herald Publishing Co., Ltd.

CALGARY, CANADA

Edgar J. Guy, Eastern Representative, 61 Canada Life Bldg., King St. W., Toronto

NORTHERN ONTARIO is the most attractive market in Canada for almost all kinds of manufactured goods. The supplies used amount to over $10,000,000 annually. Tremendous development is promised for Northern Ontario during 1912, and it will pay to advertise extensively in this field.

The Cobalt Nugget

is the only daily newspaper in Northern Ontario. It has a circulation of 4,000 copies daily and covers the entire district served by the T. & N. O. railway.

Advertising Rates on Application

THE COBALT DAILY NUGGET, LIMITED

COBALT, ONTARIO

LEGITIMATE PROFITS

The name of Marshall Field and Company has become such a household word in the best trading circles, not only of this continent, but of the Eastern Hemisphere also, that any new idea of theirs in advertising or merchandising methods is bound to attract widespread attention.

As is well known, the success which has attended the trading of this firm, can be largely attributed to the service they have given their customers—to the care taken to have each purchaser a satisfied customer.

And to emphasize this outstanding feature, and to acquaint the public further with the merchandising facilities of this great store, the advertising department has been publishing, in the leading Chicago papers, a series of heart-to-heart talks with the public entitled "The Service and Spirit of a Great Store."

These Business Editorials, as they are pleased to call them, occupy some twenty inches by two columns, and cover a very wide range of subjects, but the underlying truth very plainly emphasized in each one of them is that profits are only legitimate when they come from service.

The Bargain Idea, with its price sensations, and slight utility to the needs of the family, is rapidly losing ground in the merchandising policy of the modern retailer, and the idea of service is guiding the methods of those firms who are endeavoring to assist the public in economical and intelligent buying for the home

The outstanding feature in the Marshall Field merchandising—money back if not satisfied—is strongly brought out in another editorial, and the important part played in reducing prices to the consumer by the firm's manufacturing activities is also pointed out.

Then again much of their success must be attributed to an intelligent anticipation of the public demand for an article—the needs and tastes of customers are the first consideration and the greatest care taken to see them filled.

Emphasis is also laid upon the service rendered through store arrangement, which backs up the service given the public by this firm's purchasing, manufacturing and designing activities.

And back of this service idea there is the spirit of the organization which aims to put each purchaser on as individual and personal a basis as possible—to recognize possibilities for growth even in a customer's rejections and objections.

That spirit has been embodied in the well-known statement of

YOUR MONEY WILL TALK

To realize this, just use the advertising columns of the Old Reliable

THE FARMER'S ADVOCATE AND HOME MAGAZINE

London, Canada

Your money will then talk to the right class of patrons and their money will respond most promptly and generously. Try it. Write for rate card and free sample copy of this publication.

——— Address ———

THE WILLIAM WELD CO., LIMITED
LONDON, CANADA

EDMONTON JOURNAL

DAILY AND WEEKLY

Central Alberta—The Journal's Field—has had a record season in products and trade. ¶The Journal gives the most complete news; hence, the best medium. ¶The Journal carries more foreign, local and classified advertising than any other paper in the field, and at a higher rate. ¶The Journal's circulation covers completely Edmonton and Strathcona, which cities were amalgamated as Greater Edmonton on January 1st. ¶The Journal is equipped with a modern Hoe press, and can use mats. ¶Detailed sworn statement of circulation showing distribution furnished on application, examined by Association of American Advertisers.

M. R. JENNINGS, Editor and Managing Director
JOHN MacLAREN, Business Manager

Toronto Office: Canada Life Building, Edgar J. Guy, Representative

this great firm's service, which is such a clear and concise statement of the best there is in modern trading methods that we make no apology for reproducing it:

"To do the right thing, at the right time, in the right way; to do some things better than they were ever done before; to eliminate errors; to know both sides of the question; to be courteous; to be an example; to work for the love of work; to anticipate requirements; to develop resources; to recognize no impediments; to master circumstances; to act from reason rather than rule; to be satisfied with nothing short of perfection."

THE LANGUAGE OF ADVERTISING

By C. L. Chamberlin

THE correct language to be used in writing advertising matter of any kind is one of the most important and vital questions the ad writer has to solve. Not that it must be learned and studied in effect, for then it would appeal to but one class of people—the learned. But rather should the words used depend upon the class of people who are interested in the article described, and in general the words must be simple enough for the most illiterate and unlearned among prospective purchasers to understand.

In order to illustrate the difficulty of such writing, make a list of all people of your acquaintance owning a certain article and then think of the language which must be of such a nature as to appeal with equal force to all these individuals. Take bicycles. People of every class, even those who cannot read, purchase bicycles. Yet the ad writer must write so that at least all who are able to read may understand his descriptions.

For the reasons already stated, short, simple words, if of the right kind, are always best. Of course there is a technical vocabulary which accompanies every line of goods, and which cannot be expressed in short words. But most people who are interested in the goods know these words and can understand the ad so long as the only long words used are found in the technical vocabulary of the article. There are many long words the meanings of which are unknown to most people, used in the description of automobiles. But their use is rendered easy for the reason that most people who purchase autos are persons of sufficient education to look for these words in the dictionary if they do not already know them. Then long before one has really decided to purchase an auto he has been interviewed by agents who have explained the technical words.

The greatest difficulty lies in using words to describe an article of medium value used by rich and poor, educated and illiterate alike.

THERE'S A REASON

And a good one, too, why advertisers find it profitable to use the columns of

The Regina Leader

It is because more people read The Leader than any other paper in Saskatchewan

Sworn average daily circulation for November **8,873** Three Editions: Morning, Evening, Weekly

WRITE FOR RATES

The Leader Publishing Company, Limited

REGINA, SASK.

Special Representative, Edgar J. Guy, Canada Life Building, Toronto

POSTERS such as the one illustrated are business producers of the best kind. They are adopted by the most progressive advertisers. We will be pleased to submit sketch suggestions upon request.

The Hough Lithographing Co.

LIMITED

96-104 Spadina Avenue

TORONTO, - CANADA

Alexander Macpherson, President

MAKERS OF HIGH-CLASS COLOR LITHOGRAPHY

A few such articles are bicycles, fire arms, watches, articles of clothing of medium price, and goods of this nature.

The best method of procedure is to write out the piece of advertising matter, whatever its nature, to meet the capacity of the average person who may be expected to use it. Use not only short, easily understood words, but also short, direct sentences. No long-involved sentences should be used under any circumstances. These sentences should be arranged in short, easily understood paragraphs. The longer the paragraph the more difficult it is to locate the "topic" sentence and get the full meaning intended. This fact has given rise to what is called the "sentence paragraph," or paragraph composed of but a single sentence. While it is easily possible to "overdo" this kind of writing, as a form for business purposes, it certainly possesses advantages over the more finished sentence group clustered about its "topic sentence."

When the piece of advertising matter has been completed in this way it should be gone over at least three more times before it may be called a finished product.

The next step is to go over the production from the standpoint of the more illiterate prospective purchaser. Cut out every word which he would not be apt to understand readily, and, if possible, substitute a shorter, easier word for it. Be careful that the meaning remains the same and that the statements are not weakened. Remember that "baby" talk is not for business purposes, no matter whom the person addressed. Get a good, short Anglo-Saxon word in place of one of Latin origin, if possible, and generally the desired effect is accomplished. Sometimes a colloquialism in common use will strengthen the ad and at the same time put the illiterate reader at ease, because he finds his own vocabulary reflected in it. But this may easily degenerate

Gentlemen:
Don't run your neck into a noose. Every time you run your neck into an imported collar, you're committing an assault upon Home Industry, at the same time, you're paying more and getting less.
Fooke
Collars
are made in Canada, by Canadians for Well Dressed Men from anywhere.
2 for 25¢
and made in ¼ sizes.
Look for the name Fooke on every Collar you buy.
Sold by Leading Men's Furnishing Stores

Patriotic appeal of doubtful value

into ordinary slang, which will disgust the more educated reader and cause him to turn from the ad. The happy medium is always to be sought and it is an earmark of the trained ad writer to know what to use and what to avoid.

The third reading of the proof should be done with a view to cutting out all words likely to prove offensive to the educated ear. If care has been exerci ed in the first and second readings, there will not be much of this to do. However,

"Watch the Papers"

A department store billboard advertisement concluded with the significant remark, "Watch the papers"—a splendid tribute to the value of newspaper advertising.
Department store methods have taught people all over the country to "watch the papers."
Over a million readers in rural Ontario are watching our big combination of papers.
Have they seen a message about your goods? Plan to reach them in 1912. It will pay you well.

200 Papers **1,000,000 Readers**

The Wilson Publishing Company

73 West Adelaide St. **of Toronto, Limited**

B.C. Saturday Sunset

VANCOUVER, B.C.

The Only Weekly Newspaper in British Columbia that has a

Circulation of over 17,500

and reaches every city, town, village, mining and lumber camp in the Province. We refer to Woods-Norris Limited, and all other recognized agencies.

FORD-McCONNELL, PUBLISHERS

every word which seems to border upon offensive slang, or which in any way could be construed to possess a double meaning, should be carefully excluded.

We know there are those who say that evil can always be found by those who search for it, and while this may be true, it is much better to avoid all suspicion of the use of such words, and to shun every occasion for any double entender which might cause merriment among the vulgar and thus detract from the force of the ad.

At this time, too, all words should be removed the only recommendation of which is their shortness. Most short words display more force than long ones, and unless the word displays some strength as well as brevity, it should not be used.

This brings us to the fourth and last reading, during which all weak places should be strengthened without the use of any poor word, either short or long. The aim should now be strength and effect and this should be brought about without any great change in the kind or length of word used.

The result of this, the fourth reading, shows the trained or untrained ad writer more than all else. The words must say what is desired, so that the illiterate or educated man, equally, will be affected by them. The language used must not only be clear and to the point, but it must, at the same time, attract and convince.

During this reading all unnecessary words should be removed. Nine-tenths of the "verys" and "alsos" are not necessary. By careful reading, determine the force of every adverb and adjective, and if its use is not essential to the proper understanding of the ad, it should be removed. It is a cardinal rule in ad writing that every word not necessary to the description or argument detracts from the force of those used.

Next, when all superfluous words have been removed, look over each

THE ACME OF PURITY!
PEOPLE who habitually drink ordinary water seldom realize the risks they are running But all risk is eliminated if you drink
PURITY
SPRING WATER
PURITY SPRING WATER CO., Limited, 557 Yonge St., TORONTO

Using the children for a home appeal

and every sales argument in a careful search for weak points. Weak arguments always open a series of objections in the mind of the reader which the advertiser has no means of meeting, unless the reader should write him on the subject, which will not occur once in a hundred times.

It is far better to put forth the ad made up of but three strong sales arguments than to send it out with six sales arguments, three of which are weak and open to objection. If

The
Homestead

ESTABLISHED JANUARY, 1908
Published in Edmonton, Alberta

THE only agricultural weekly in Canada published west of Winnipeg. Twenty-four pages of live matter every week.

THE HOMESTEAD has a paid in advance circulation in excess of 8,000 among the farmers in northern Alberta and northern Saskatchewan. It carries no delinquents.

The greatest agricultural development in Canada is now in progress in those sections where THE HOMESTEAD has the largest circulation. THE HOMESTEAD is following the wave of humanity now rolling west and north. It reaches those farmers who are outfitting and home-making.

Advertising rates on application

SUBSCRIPTION
$1.00 PER YEAR IN ADVANCE

Address all inquiries to

THE HOMESTEAD
Suite 7, Merchants Bank Chambers
Edmonton - Alberta

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

▣

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

▣

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

▣

Country trade is valuable and sticks. It is useless trying to capture it except through the Local Weekly.

▣

The largest and most successful advertisers invariably use our list of Country Weeklies.

▣

Sworn Circulation for 1910, 2,708,388. Weekly Average, 52,084.

Hamilton Newspaper Union
Hamilton, Canada

for any reason it seems best to include a weak argument, careful study and thought should determine its place among the other stronger arguments. It should neither be first nor last. After an introduction containing a strong point, the remainder of the ad may be a mixture of descriptions and sales talk, which will give the entire production the effect of a climax.

The climax is always effective and never more so than when used to conceal a weak statement in a mass of description.

When the whole production is complete, it should be carefully typewritten, or better yet, printed in the usual proof form. In this way the writer can obtain a fair idea of its appearance in print, make a required change in wording, and give such suggestions to the printer as in his judgment will improve the effect upon its readers. If an illustration is to accompany the ad, that fact should have been decided in the beginning, and exactly the part to be played by the cut decided upon. If this has been done, all that now remains is to see that a good photo is obtained and sent to the engraver from which to make a half-tone. Sometimes, in mail-order advertising, it is best to get a plate of the entire ad, but in other forms of advertising, it will be much cheaper, and in the hands of a good printer, just as effective to get the plate of the illustration, and leave the body of the ad to be type set.

It goes without saying that every advertiser should obtain a proof of the ad just as it is to appear in each and every periodical in time for careful reading and corrections in the body of the ad, if any are necessary. The ads may contain the same reading matter and the same cut, and not be the same size. The advertiser should study the question of size in order to determine that which is most effective. When this is once ascertained, nothing but extreme ad rates or the smallness of the page should prevent the ad from appearing in that size which experience has shown to be most effective.

In many cases, when ad rates in certain desired periodicals are nearly prohibitive, the same ad may be used on a smaller scale by a process of photographic reproduction of the larger ad and the making of a smaller plate. When once good forms of wording, argument and illustrations have been obtained, these should be used and made larger or smaller by photographic reproduction already mentioned.

When the writer has had some training in ad writing and is willing to devote the time to an ad that we have suggested, he will certainly find that it has been time well spent. Of course the writer for the department store may not have the time for such careful writing nor are his ads usually read more than once. But the man who advertises in the weekly and monthly periodicals, and particularly he who is usually designated as a mail-order dealer, can well afford to give his ads the care and attention we have mentioned, and he who does will surely find himself well repaid for the time and effort expended—*Agricultural Advertising*

Liberality in rich men is only a kind of shyness.

The
Stratford Beacon

Stratford - Ontario

Weekly—Established 1854
Daily—Established 1887

Sworn Circulation
Daily, Net Average
2,435

Sworn Circulation
Weekly, Net Average
2,536

The Beacon does not sacrifice quality for quantity of circulation. It is a newspaper first, with special up-to-date telegraphic news service; a wide-awake home department; and sells for 2 cents a copy, giving good value to both readers and advertisers. Rate card on application and copy of sworn circulation statement.

W. M. O'BEIRNE
Proprietor

Comparison Your One Safe Test Is Invited

Canadian Advertisers are invited to compare the quantity and quality of the advertising that appears in the CANADIAN MAGAZINE with that of any other magazine.

Note the firms of national standing who stay with us year after year—then glance over the editorial pages, and it will be very evident that it is the literary excellence of the CANADIAN MAGAZINE which makes it so valuable as an advertising medium.

It goes into the very best homes — those with unlimited purchasing power —throughout the Dominion, and is a genuine result-producer. Ask any reputable agency for rates —or write us direct.

The Canadian Magazine
15 Wellington St. East
TORONTO

PRINTERS' INK — THE GREATEST OF ALL BUSINESS-GETTERS

The case for the Daily Newspaper strongly presented. By C. A. Abraham, Business Manager of the Winnipeg Telegram.

IN dealing with the close relation of the daily paper with the world of advertising, while the temptation is strong to deal in generalities and high-sounding platitudes, I believe my duty will be better discharged if I refer briefly to a few local examples to illustrate what newspaper advertising has accomplished in the field with which I am most familiar.

You are all familiar with the success of the campaign a year ago this month to raise $350,000 for the Y.M.C.A. buildings. Everyone knows what a splendid response was made to this appeal, but the two outstanding factors were enthusiasm and newspaper advertising. The cause appealed to one and all, and the wide publicity which the daily papers gave to the campaign made the work of the committee an easy one. Many marvelled at the quick and generous response, but few citizens appeared conscious of the fact at the time that the daily press caught the wave of enthusiasm, and like a mirage spread the picture before the family circle in such a way that the enthusiasm of the committee became infectious in thousands of homes.

GET NEXT THE FAMILY CIRCLE

If you want your advertising to be productive of the best results, have in it that ring of sincerity and truthfulness that best appeals to the family circle. The politician will tell you, and so will the clergy, that public opinion is formed about the family circle, and the advertiser of to-day, here and elsewhere, who is making his strongest appeal to the

For Indigestion—
BENGER'S FOOD
Indigestion, whether resulting from dietary indiscretion, mental or physical strain, general debility, or advanced age, is quickly relieved by a period of "Digestive Rest" such as can be most effectively obtained by Benger's Food.
Benger's Food gives "Digestive Rest" while completely supplying bodily nourishment. Thus, those to whom ordinary food gives pain, find it at once comforting and refreshing, and fully sustaining. It promotes a high state of bodily nutrition, and in this way assists nature in the quick restoration of health.
Benger's Food forms with milk a dainty, delicious and highly nutritive cream. Infants thrive upon it, delicate and aged persons enjoy it.
All persons suffering from digestive trouble, whether acute or temporary, will read with interest the advice and information contained in Benger's Booklet. A copy will be sent post free from Benger's Food, Ltd., Otter Works, Manchester, on application.
Benger's Food is sold in tins by Chemists, etc., everywhere.

Attractive, neat and well-worded

home buyers through the daily papers, is known among his fellows as the merchant prince in every city.

There never was a time in the history of the world when so much thought, so much energy and money were spent as to-day in the preparation of advertising copy. And it is scarcely worth while stating that

18,881

That was the SWORN daily average of

The Hamilton Spectator

For November

Advertisers can almost cover Hamilton at one cost through the use of the Spectator.

QUALITY CIRCULATION

Being the only English Morning Daily in the Metropolis of Canada, The Gazette has distinctively a quality circulation.

The fact that it obtains the highest subscription rate of any Montreal newspaper enhances The Gazette's value as an advertising medium.

The Gazette = Montreal

perhaps 95 per cent. of this goes into the daily paper, chiefly because in that medium quick and decisive results alone are possible.

A STRIKING EXAMPLE

I would like just here to give you a concrete example. It is the case of the Hoosier Kitchen Cabinet. Their advertising campaign in the two chief daily papers here (The Telegram and Free Press) attained greater success than the company had ever before found possible anywhere on the American continent. It is a striking example of what the right sort of "copy" will do.

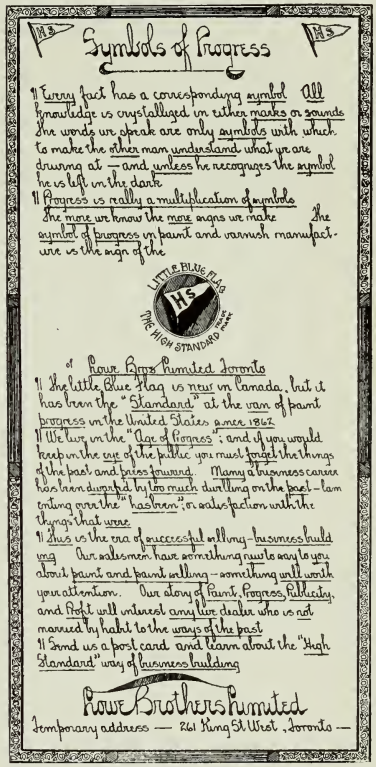
The Gem Motor Co. first took the agency for these cabinets in July, 1910. They sold by canvassers and in other ways up to October 12th of this year, about 100.

Mr. E. G. McQuinn, general sales manager of the Hoosier Manufacturing Co., Newcastle, Ind., believed that their newspaper advertisements would produce a better showing here, and he persuaded the Winnipeg agents to handle their special copy for thirty days. The local agents were dubious about the success of this new plan, but being from Missouri, were willing to be shown. The results were little short of sensational.

This special selling proposition was organized along the lines of a "500 Women's Club." The Winnipeg manager thought it might be possible to sell 200 cabinets in this way.

SPLENDID RESULTS

The first advertisement appeared on Tuesday, October 12th. On the four remaining days of that week 65 cabinets were sold. This was one over a carload. The management at once realized that the sale was to be a big success. Already they began to have visions of a scarcity of cabinets, and another carload was immediately ordered by wire. In



Symbols of Progress

¶ Every fact has a corresponding symbol. All knowledge is crystallized in either marks or sounds. The words we speak are only symbols with which to make the other man understand what we are driving at — and unless he recognizes the symbol he is left in the dark.

¶ Progress is really a multiplication of symbols. The more we know the more signs we make. The symbol of progress in paint and varnish manufacture is the sign of the

LITTLE BLUE FLAG — H.S. — THE HIGH STANDARD

of Rowe Bros. Limited, Toronto

¶ The Little Blue Flag is new in Canada, but it has been the "Standard" at the van of paint progress in the United States since 1862.

¶ We live in the "Age of Progress"; and if you would keep in the eye of the public you must forget the things of the past and press forward. Many a business career has been dumped by too much dwelling on the past — too much "coming over the" "has been" — satisfaction with the things that were.

¶ Thus is the era of successful selling — business building. Our salesmen have something new to say to you about paint and paint selling — something well worth your attention. Our story of Paint, Progress, Publicity, and Profit will interest any live dealer who is not married by habit to the ways of the past.

¶ Send us a post card and learn about the "High Standard" way of business building.

Rowe Brothers Limited

Temporary address — 241 King St. West, Toronto —

Strong argument losing strength because of lettering difficult to read

two days another carload was ordered, and before ten days had elapsed a fourth car on order. About this time there was a congestion in both the local freight yards, with the result that at one time there were five carloads of kitchen cab-

30% INCREASE IN CIRCULATION IN GREATER MONTREAL

During the past year 1911, "LA PATRIE" has made the enormous increase in circulation of 30 per cent. It is the only French newspaper which has a large part of its everyday issue delivered directly into the home by carrier system. And from an advertiser's standpoint the home circulation is certainly the most valuable of all. The following figures show that "LA PATRIE" is making more consistent progress than any other French paper in Montreal.

Every Day Over 48,000 Circulation
Saturday Over 57,000 Circulation

A very careful canvas of the French field proved very decisively that THE BULK OF THIS CIRCULATION IS NOT DUPLICATED by any other paper, and that advertisers not using "LA PATRIE" are certainly not covering the most prolific part of the French field. Think this over, ask for our rates, and let us prove to you that through no other medium in the French field can you so effectively reach the most desirable people, the people with money to spend.

La Patrie

Will bring you the class of patrons you want, for less money than any other French paper, circulation in Canada considered

inets on the rails, consigned to Winnipeg.

During the campaign they never sold less than a carload a week, and during one week sold 95, nearly two carloads. The records show that on one occasion they sold eight cabinets in the Portage Avenue store within 15 minutes. In all over 100 were sold over the telephone. Up to date they have sold 52 in the country and over 500 in the city. The terms to mail order customers outside were $5.00 in advance and $5.00 a month —fairly stiff terms. In Winnipeg there was $1.00 payment for membership, and $1.00 a week. The cabinets sold at $35.00 each. Several telephoned their order in and some from the country sent in a substantial cash payment, without enquiring the price of the cabinets.

TRIBUTE TO DAILY NEWSPAPER

Here we have a turn-over of nearly $18,000 in less than a month, all as a direct result of daily newspaper advertisements that had the right ring.

Mr. McQuinn, who, with his father, started the Hoosier Cabinet business 12 years ago, was so impressed with the success of the campaign here that he came to Winnipeg to look over the field more carefully, and to make arrangements with the Gem Motor Co. to take over the agency for Canada.

The sales manager said the records here were without precedent in the history of the business and added that the special advertisements which they published here were, perhaps, the strongest of the kind that it was possible to prepare. They had from time to time been improving on this copy—had been experimenting along these lines three years.

Generally speaking, too little care is given to the preparation of the right sort of copy. In daily papers you talk, not to one or a hundred, but to hundreds of thousands of prospective buyers, and your message must be of the right sort.

CARE IN PREPARING ADS

One of the greatest authorities on the continent recently made the statement that the printed message should, if possible, be as concise—as carefully worded—as a telegram. John H. Patterson, head of the N.C.R. and four times a millionaire, with three of his highest paid officials, spent three days in New York drafting an ad of 300 words.

Contrast this with the hasty and imperfect advertising copy we all send out. But there are signs of improvement here and elsewhere. A merchant on Main Street who is today doing a turnover of nearly $400,000 annually, where a few years ago he did a trifle over one-quarter of this, is giving more attention than ever to his daily newspaper advertising. And he intends giving even more care in this direction.

Whatever care and time may be given to the preparation of your message in the Daily Press is well expended, and is sure to produce dividends in the form of increased sales in the very near future.

YOUNG MAN with all-round advertising experience anxious to connect in one definite line. Would like position as assistant to advertising manager. Box 102, Economic Advertising, Mail Building

The Mail a

Sworn Detailed Statement of the Circulation
The Daily Mail and Empire for the year 191

DAYS	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DE
1	.....	44,344	44,520	49,886	47,990	48,987	75,080	50,829	55,822	.....	52,004	50,(
2	66,394	44,230	44,742	.....	47,731	48,828	.....	51,191	59,416	52,540	51,421	54,3
3	49,932	44,457	44,751	46,146	47,580	52,698	56,193	51,046	.....	51,935	51,314	..
4	44,557	48,882	49,361	46,081	47,494	.....	49,867	51,442	79,357	51,819	55,822	51,
5	44,424	.....	.....	45,686	47,595	49,574	49,910	55,667	62,193	52,124	.....	50,(
6	44,408	44 926	45,379	45,792	51,682	49,022	49,837	.....	55,884	52,441	51,893	50,3
7	48,812	44,689	44,595	45,683	.....	49,062	49,622	75,222	56,262	55,483	51,032	50,.
8	.....	44,388	44,561	49,843	48,687	48,894	53,386	57,750	56,411	.....	50,720	50
9	44,999	44,571	44,764	.....	48,297	49,017	.....	52,352	58,983	52,813	50,445	54,
10	44,264	44,456	45,214	46,404	48,259	52,828	50,246	52,365	.....	52,222	50,435	...
11	45,503	48,926	49,414	46,168	48,260	.....	49,452	52,392	56,462	52,204	54,524	51.
12	44,242	.....	.. ..	46,234	48,598	49,651	49,883	56,332	55,597	52,054	.....	62,3
13	44,282	45,098	45,442	46,226	52,251	49,184	49,616	.....	55,283	52,487	50,959	50,
14	48,787	44,676	44,736	67,753	.....	48,980	51,635	53,551	55,667	55,431	50,448	50,
15	.....	44,654	44,954	54,292	48,640	48,701	53,613	53,005	55,838	.....	50,465	50,4
16	44,965	44,706	44,867	.....	48,461	49,059	. ...	53,463	59,060	52,688	50,457	54
17	44 149	44,438	44,681	46,741	48,514	52,938	50,542	53,736	.....	52,114	50,256	..
18	44,556	49,024	49,745	46,495	48,444	.....	49,965	53,961	55,932	51,867	54,280	51.
19	45,041	.....	.....	46,430	48,480	49,844	50,299	57,337	55,188	52,223	.....	50,
20	44,845	45,384	45,486	46,348	52,201	49,189	50,967	.....	57,709	51,898	50,950	50
21	49,245	44,450	44,714	46,671	.....	49,189	50,463	54,881	55,563	55,991	49,897	50
22	. ...	44,569	44,964	50,932	49,341	73,400	53,762	54,401	80,834	.....	50,054	50,
23	45,582	44 395	44,934	.....	49,038	55,294	.....	54,546	62,679	52,594	50,280	54.
24	44,922	44,590	44,778	47,407	72,534	52,823	51,367	55,397	.....	51,972	50,303	..
25	44,356	48,996	49,531	46,805	53,820	.....	50,415	55,032	56,067	52,181	54,236	72,
26	44,448	.....	.....	46,900	49,052	50,070	50,664	58,775	56,074	52,223	.....	54.
27	51,997	45,384	45,464	46,855	52,565	49,644	50,593	.....	55,850	52,527	50,727	50,
28	48,975	44,410	44,975	47,010	.....	49,377	50,445	55,682	52,603	56,356	50,808	50,
29	.....	.....	45,192	51,497	49,333	49,543	54,546	57,659	52,072	.....	50,307	50
30	45,121	.....	45,334	.....	48,786	49,858	.....	55,510	55,953	74,469	50,360	54
31	44,428	.....	45,227	.....	49,001	.....	51,020	55,955	.....	57,559	.....	..

Sworn Actual Net Daily Average, 312 days, 50,9

Sworn Actual Net Daily Average Last Week in Dec., 1911, 55,
Sworn Actual Net Daily Average First Week in Jan., 1912, 54,

d Empire.

OFFICIAL DECLARATION

DOMINION OF CANADA
City of Toronto
To Wit:

I, WILLIAM JAMES DARBY, of the City of Toronto, in the County of York, Circulation Manager of "THE DAILY MAIL AND EMPIRE," newspaper, do solemnly declare:

1. That the actual net average circulation of THE DAILY MAIL AND EMPIRE per issue for the 12 months ending December 31st, 1911, was **50,916** copies.

2. That this statement of Circulation does not include any spoiled sheets, destroyed papers, returned copies, or papers sold in any other way than day by day in the ordinary course of trade to News Dealers, News Vendors, and Subscribers, including "Exchanges."

3. That this statement does not include any papers sold wholesale as election campaign literature or for any other purpose.

4. That the above tabular statement is a correct report of the Daily issues of THE MAIL AND EMPIRE for the year ending December 31st, 1911.

5. That these papers were distributed daily as follows:

ONTARIO	**TORONTO City**	**24,654**
	ONTARIO, outside of Toronto	**24,365**
Outside of Ontario		**1,897**
	Total	**50,916**

6. That the books and records of THE MAIL AND EMPIRE office are open to any advertiser, or their representative, at any time, for the purpose of verifying the above statement, and that any assistance necessary will be given to them for the purpose of checking said statement.

And I make this solemn declaration, conscientiously believing it to be true, and knowing that it is of the same force and effect as if made under oath, and by virtue of the Canada Evidence Act, 1893.

Declared before me, at Toronto, this 6th day of January, 1912.

SEAL

J. B. CLARKE
Notary Public

W. J. DARBY
Circulation Manager

Please Note that this Sworn Circulation Statement Includes No Election Campaign Copies

Catalogue Specialists

The above illustration is published with the consent of the Harding Motor Car Co., Limited, for whom we have just completed a handsome catalogue.

We photograph, design, engrave and publish catalogues and illustrated advertising literature for all lines of trade, engaging specialists in all branches of the work.

SERVICE UNEQUALLED PRICES RIGHT

Legg Brothers Engraving Co.

5 JORDAN ST. Phone Main 957-958 TORONTO

SERVICE THE KEYNOTE OF THE RETAILER'S SUCCESS

By Frank D. Blake

CONSERVATISM and business cowardice are much alike in premonitory symptoms. Only a trained eye can detect the difference. Both are sworn enemies of evolution and are the green scum that proclaims stagnation.

Conservatism never built up a great business. As a commercial term, it frequently degenerates into a cloak to cover senility. It feeds on past success. It is the mother of the catalogue house, an overgrown child it continues to wet-nurse.

The catalogue house was born into the world to fulfil a mission—to fill a gap—and until the duties of discharging that mission and filling that gap shall have been voluntarily assumed by the retailers of this country, it will continue to thrive. The secret is wrapped up in the one word, service, and it is in this matter of better service and more appealing methods that the trained, aggressive dealer has the power to choke the catalogue house loose from the business in his territory.

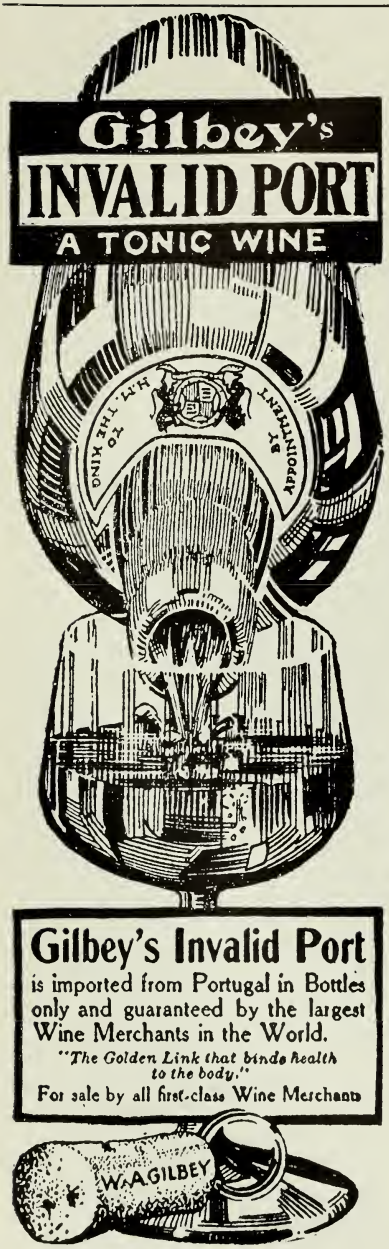
The retail dealer is on the ground. He is intrenched in his position. His business is the basis of the commercial system in this country, and regardless of changing conditions, regardless of fluctuations of a local character, that basis will never be shifted because he offers to the public a service which, in its entirety, cannot be duplicated. With this recognized advantage and the prestige of personal acquaintance with his patrons, the progressive dealer who has capital and capabilities and is in touch with the spirit of the times, has nothing to fear from catalogue-house competition, provided he has the courage of his convictions.

DEMAND FOR INCREASED ABILITY

Business is in constant evolution. Methods that were successful yesterday might breed ruinous competition in your territory if persisted in to-morrow. Failure to recognize changed conditions and adapt business policies to them invites disaster.

It requires more skill and money to own and operate a store than it did twenty-five years ago, it requires more skill and capital to conduct any successful business; but these elements are not always given proper consideration. Price, service and the ability to exploit goods in a way calculated to stimulate the speculative faculty of mankind are the corner-posts upon which the catalogue house rests, and unless the retail dealer has a genius for up-to-date methods and ample capital to handle his business, the combination is discouraging. But mark you this: When a dealer has these requisites, he will wipe the catalogue house off the map in his territory, every time.

The importance of ample capital is underestimated and lack of high-grade skill in modern merchandising is little short of suicidal. Having


Gilbey's
INVALID PORT
A TONIC WINE
Gilbey's Invalid Port
is imported from Portugal in Bottles only and guaranteed by the largest Wine Merchants in the World.
"The Golden Link that binds health to the body."
For sale by all first-class Wine Merchants
W.A.GILBEY

Novel and striking treatment

a store with shelves full of goods does not make a merchant any more than a room full of books makes a lawyer, or a case of surgical instruments a surgeon. Merchandising is now a highly specialized occupation and is rarely practised successfully by the inexperienced or the unskilled. There is no more forcible way to illustrate a proposition than by example.

WHAT SUFFICIENT CAPITAL WILL DO

A merchant seeking a location was favorably impressed with the advantages offered by a small town then furnishing a meagre living for four general stores, the largest of which carried a stock involving less than $10,000. Conservative people of the town told him frankly that another store could not live; that the trade was divided among four merchants, not one of whom was making money, and that much business went to mail-order houses in a city some 150 miles distant. This trained merchant looked the situation over carefully and concluded that a handicap of 150 miles was about all a reasonable man could ask for. He put in a general store larger than the combined stock of all the merchants in town. Perhaps no other man ever came so near having the unanimous sympathy of the community. He guessed quite accurately that lack of capital was the cause of high prices, poor assortment of goods, and the active mail-order trade in that locality. In less than five years the new store more than doubled the town trade. Service was the secret.

The catalogue house is a rugged child of commerce, but its success

depends on one of two things. It must offer for sale some economy or desirable service not furnished by the retail dealer, or it must perform the same service offered by the retail dealer in a manner more appealing and satisfactory to the consumer.

DEFINITION OF BEST SERVICE

The services of the merchant are paid for by the customer. This is the unalterable rule in all successful business operations. A great mistake is made by ignoring this vital point when considering competition. Since the consumer pays for the services of the dealer, it is the admitted right of the consumer to buy where he can get the best service, each individual buyer to be the sole judge in his own case. The conditions in this country will never be such that an American citizen is not free to reject inferior service. No man should be expected to buy goods he does not want, nor be denied the privilege of patronizing people who give the most satisfactory service.

The word "satisfactory" is used advisedly. The best service, from a standpoint of dollars and cents, is not always the most satisfactory to the customer. An actual occurrence will illustrate the point. A man went to the best furniture store in his home town with a fixed idea of what he wanted to buy. This store had the largest assortment and best quality of goods, also prices that were right. A purchase would have meant the "best" service, but here is why it was not "satisfactory" to the customer:

No one met him at the door. No one approached him later, although

INTERNATIONAL
Business Insurance
How is business built up and reputation acquired? Every dealer must answer that question in the most practical way.
This success depends altogether on the quality of the goods he handles and recommends.
International Varnish and Specialties
mean established reputation and profit for the dealer who handles them. Skill, experience and selected material are the three leading factors in their undoubted excellence.
International Products are sold in full Imperial Measure Packages.
Write for particulars.
INTERNATIONAL VARNISH CO. LIMITED
Toronto - Winnipeg
Canadian Factory of Standard Varnish Works
New York, Chicago, London, Berlin, Brussels, Melbourne
VARNISHES

Strong trade paper copy

Advertisers using THE NEWS Year after Year

using more space, more often, should be adequate proof for doubting Thomases. Advertising in The News is not a habit. Business men don't buy white space for fun—value for money is evidenced by **continual** use by **experienced** advertisers

RATES AND INFORMATION ON REQUEST

News Publishing Company, Limited
Bay Street Toronto

DO YOU REALIZE

What it means to be able to lay your proposition before practically every retail merchant worth selling between Port Arthur and Vancouver? **YOU,** Mr. Manufacturer or Jobber, have a message for each and every one of these 5,000 dealers.

Tell it to them through the columns of their own paper, the paper that has grown up with the West.

Our rates are interesting. Our paper is more interesting. What we can do for you is the most interesting part of all.

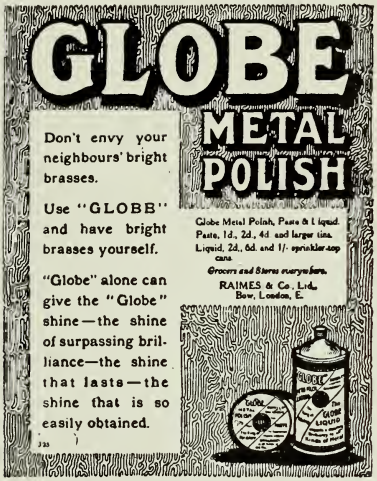
THE COMMERCIAL

Western Canada's Trade Paper

Published every Saturday at

TORONTO 220 King Street West **WINNIPEG** MONTREAL B 34 Board of Trade

there were several salesmen on the floor. Nothing is so annoying to a busy man as unnecessary delay. After promenading the length of the room several times he "called for help." A roustabout who knew little or nothing of the goods was assigned to his case. For lack of "satisfactory" service he left the store, and in less than forty minutes,


GLOBE
METAL
POLISH
Don't envy your neighbours' bright brasses.
Use "GLOBE" and have bright brasses yourself.
"Globe" alone can give the "Globe" shine—the shine of surpassing brilliance—the shine that lasts—the shine that is so easily obtained.
Globe Metal Polish, Paste & Liquid. Paste, 1d., 2d., 4d and larger tins. Liquid, 2d., 6d. and 1/- sprinkler-top cans.
Grocers and Stores everywhere.
RAIMES & Co., Ltd., Bow, London, E.

Unusual effect that stands out well

by the watch, purchased $500 worth of goods from an inferior store.

DEALER'S THRONE PERMANENT

There is no law upon the statute book favorable to the catalogue house which cannot be turned to the equal advantage of the retail dealer, but so long as there remains any service superior in quality or less in price than the service offered by the retail dealer, the catalogue house will live, thrive and extend its zone of operation. It is well to remember that there always will be some catalogue houses, because not all dealers have the financial ability nor the commercial training necessary to combat their aggressions. There are certain specialties which are not profitable for the retail dealer to handle because the demand is too limited in any one locality. Mail-order houses can work up a large volume of sales on such articles because they operate nationally. It is also well to remember that laws cannot restrict trade to certain localities without the danger of such laws being arbitrary and pernicious.

The retail business of this country is on a sane and safe basis. The dealer is an economic necessity and his profit well earned and legitimate. He never will be dethroned. His methods in the main are scientific, and any backward tendency in retail business is local, due to lack of capital or commercial training on the part of individuals. Such manifestations are in no sense an arraignment of a distributing system which is the best ever devised. The retail merchant is still 98 per cent. supreme in his own field and always will be. His prestige cannot be imperilled even by the stupidity of his worst enemy—the unskilled, undercapitalized member in his own ranks. —*Agricultural Advertising.*

The sworn detailed statement of the Actual Net circulation of THE MAIL AND EMPIRE published in full elsewhere in these pages, is a most satisfactory and full statement. The point that no election campaign copies are included is emphasized in the Declaration made.

Never judge a man by what's on him, but by what's in him.—*Joe Kip.*

You cannot expect to get
the best in results
if you do not use the DAILY and SUNDAY WORLDS in your 1912 advertising. By using both papers you get a combined circulation of

108,000 over 80,000 in Toronto

and immediate, direct results of the most convincing kind. For rates and further particulars write

THE TORONTO WORLD
TORONTO

AD MEN AT PLAY

A LARGE number of members of the Toronto Ad Club assembled on Saturday evening, Nov. 9th, at their new premises over Williams' Cafe, 179 Yonge St., the occasion being the opening night of the Club's rooms.

The premises are spacious and excellently lighted and furnished, the scheme of decorating reflecting the greatest credit upon the House Committee, Messrs. Ruddy, Ashley and Bertram.

The weekly luncheons, which have become such a feature of the Club's activities, will be held in the large hall, which runs the whole length of the building, and contains at the east end a splendid English billiard table and a pool table.

The grill room adjoining, in which breakfast and supper will be served a la carte, in addition to a daily table d'hote luncheon, is the cosiest spot imaginable, the tables being set in high-backed alcoves, each partition accommodating four diners. There is ample lavatory and cloak room accommodation and a secretary's office and writing and reading room, finished in an elegant and comfortable manner.

President McDiarmid welcomed the members, and subsequent to the general congratulations a musical program was given, to which Messrs. Hannah, Kent and Ashley contributed vocal items and duets.

Jules Brazil acted as accompanist, and was very well received in his musical monologues, whilst Don Tuck made a good impression in his coster impersonations.

A gramophone, lent by the R. S. Williams Co., supplemented the above items in a satisfactory manner.

These Club premises should prove an incentive to further good work and development among the members of the Ad Club.

CHRISTMAS ENTERTAINMENT

"All work and no play makes Jack a dull boy," so runs the old rhyme, and it surely was a very playful, merry gathering of ad men who assembled in the Club Rooms on Thursday, Dec. 21st, to get better acquainted with one another, and incidentally to celebrate the Festive Season.

The occasion was the annual Christmas Entertainment and Tree, which, by the way, was most artistically decorated with vari-colored lights and lanterns.

The presents, appropriately chosen to hit off some foible or peculiarity of the recipient, were handed out along with suitable comments, and created a whole heap of merriment.

Belated voyagers down Yonge street may have thought themselves in the country, judging from the barnyard music which floated on the night air, for considerable live stock, including a duck, rooster and squeaking porker starred amongst the varied gifts. The pig especially, although refusing to make a stump speech, made its

The
Daily Tribune
For the City

The
Farmer's Tribune
For the Country

If the business you want comes from the homes of the clear-headed, clean-cut folks who have ginger enough to ask for advertised goods because they know that advertising is a waste of money unless the goods back it up, then advertise in

The Winnipeg Tribune

because it is the paper which these clear-headed, clean-cut folks read in their home.

RATES AND OTHER ADVANTAGEOUS INFORMATION ON APPLICATION

THE TRIBUNE PUBLISHING CO.
Winnipeg, Manitoba

THE CREAM OF CANADA READS

CANADA MONTHLY

BECAUSE it is the livest and best magazine in the Dominion.

BECAUSE the best writers of Canada or the United States, whose stuff has red blood in it—who have something to say and know how to say it—who make you sit up and think—are writing for us.

BECAUSE it gives busy, energetic, up-to-date men and women the best in literature and art.

YOU WANT THEIR BUSINESS

BECAUSE they are the best people in Canada, with plenty of money to spend.

And if you advertise in CANADA MONTHLY you reach the right Folks.

VANDERHOOF-GUNN CO., Limited, PUBLISHERS
LONDON TORONTO WINNIPEG CHICAGO NEW YORK

presence felt when it got loose and took possession of the floor. We hear that the recipient of this gift found piggy tied to his front door handle, and had to carry it to the cellar to give it a feed before its carol singing could be quieted.

Mayor Geary, who congratulated the Club on its healthy appearance and remarkable growth, although used to political heckling, found the quack-quack of the duck, which punctuated each of his remarks, an unanswerable argument, and retired defeated, whilst the noble rooster vied with Controller Hocken and Alderman Rowland, and certainly showed no mean vocal ability.

An excellent musical programme was given by Messrs. Hetherington, Jules Brazil, Kent and Ashley, whilst the latter also led the well-known Club choruses.

The Scotch Dancers and Bagpipes made a great hit, and a humorous sketch on Drummond's "Wreck of the Julie Plant," brought out histrionic ability on the part of the members hitherto undreamt of.

These social gatherings have immense value in promoting good-fellowship among the members of the Club—a good understanding between the different branches of the profession, which cannot fail to work for the betterment of advertising.

TORONTO AD CLUB

OVER eighty members of the above Club were present at the first weekly luncheon held in the new Club rooms on Dec. 12th, when Frank H. Rowe, of the Russell Motor Car Company, spoke on "The Considerations that Govern the House Policy in Regard to Advertising."

In general considerations of such a policy, the speaker pointed to the necessity of determining the exact character of the goods to be sold. Care should be taken to realize whether they are to appeal to the classes or the masses—to men or to women—whether they will be all-year-round sellers or merely seasonable goods.

He impressed upon his audience the necessity of giving sufficient time in the preparation of a campaign, and pointed out how many campaigns had fallen down through the lack of sufficient preliminary work.

The mailing list, above all things, must be detailed and correctly compiled, or considerable waste would be inevitable.

The question of amount to be spent should be carefully investigated and ought to be governed by the number of people in a position to purchase the article advertised.

He thought that, as a rule, an advertiser at the commencement should spend more money to make a good impression than he need do once his product was firmly established, but even standardized products found it necessary to keep everlastingly before the public to maintain their sales.

As regards selling goods by mail,

a frank statement, the giving of a guarantee and bank references and the offer to take back unsatisfactory goods were indispensable in a successful campaign.

The character as well as the size of the circulation of any medium should be studied, keeping in view the character of the product to be advertised.

In automobile advertising, Mr. Rowe thought the weeklies and monthlies were especially useful in giving prestige, while the dailies stirred things up and actually promoted sales.

The morning paper, in his opinion, was best for articles of men's consumption—the evening paper for those goods appealing to women.

Out-of-door advertising was an important feature in the advertising of goods of daily consumption—the public was fickle and soon forgot.

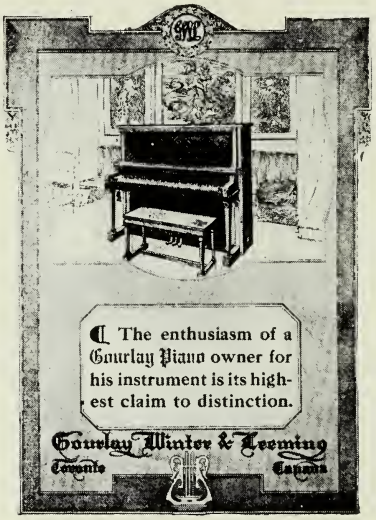
Travellers should be kept in the closest touch with a firm's advertising department, and advertising agencies should supplement the advertising manager and not attempt to supplant him.

Mr. Rowe eulogized the work of the genuine advertising solicitor and up-to-date advertising agencies.

W. G. Rook, of the Dallas Convention Committee, reported that a five days' tour had been successful in organizing ad clubs in Peterborough, Berlin, Guelph, Galt and Brantford, and more meetings would be arranged in the immediate future.

At the weekly luncheon on Dec. 19th, H. M. Tedman spoke on "Preliminary Tests for Testing the Soundness of Big Campaigns and Effective Tests for Copy."

Mr. Tedman attempted to deal with a very wide subject in the brief time at his disposal, and it was certainly easy for the members to get some plums from his remarks. He thought that the idea of trying a limited territory first, was a good one, and he pointed out how a whole


¶ The enthusiasm of a Gourlay Piano owner for his instrument is its highest claim to distinction.
Gourlay Winter & Leeming
Toronto
Canada

Further argument in so large a space would have been better

season's trade could be lost through bashfulness at the beginning.

Manufacturers should not lose sight of the importance of the dealers in smaller towns—they were the vehicle by which the goods reached the consumer, and any cultivation which the manufacturer could make with the retailer was bound to bear good fruit.

In planning a campaign there were three kinds of copy to be considered, first that which appealed to the consumer indirectly by inviting him to patronize a local store

secondly, mail order copy, which appealed to the consumer's pocket direct; thirdly, trade paper advertising, which presented an incentive to the retailer to handle goods in larger quantities.

Mr. Tedman thought the ideal caption of any ad should be limited to four words. That its color scheme should be well thought out and that it should be specific, otherwise it should only be a help to competitors.

Half-tones in newspapers were a failure—the modern presses were too fast unless the widest screen was used. The impression left behind the goods from general publicity advertising was most important, and created prestige for the articles advertised which had a very real selling value.

Advertising must be plausible—must be sincere, and the very best ad is that which induces the man or woman to buy the article on their own judgment.

Mr. Tedman showed a very interesting chart tracing the ad from its inception in the minds of the directors, and following it out through the ordinary channels of trade distribution, showing how it affects retailers, consumers, manufacturers, sales managers, and the rest.

Mr. McClelland, of the Gagnier Agency, gave an interesting talk on the value of building for the future instead of looking for immediate returns, at the weekly luncheon held in the Club Rooms on December 26th.

Conservative progress, the speaker emphasized, was a necessity, and the future was the time of greatest profit to any business. Writing ads that would guarantee future sales was no easy matter, because ads to be effective must be simply worded, and simplicity in language was not common.

Although some businesses did not lend themselves as readily as others to future building, good seed could be sown in every case.

Advertising to be fully effective should always be a little ahead of the business. All advertising for the future is not done in print—witness the advertising given to Toronto by the delegation to the Boston Convention last year.

Too great care cannot be taken at the beginning of a campaign to limit the amount of money spent—many advertisers have been killed by smooth-tongued solicitors who have advised excessive initial expenditure.

Future success was intimately wrapped up with the word "Service" in its modern meaning. It ought to be possible to say of every business—"those people certainly know how to take care of their customers."

The President announced that President Coleman, of the Associated Ad Clubs of America, would address the Club on January 26th.

He who receives a good turn should never forget it; he who does one should never remember it.

* * *

Defer not charities till death. He who does so is rather liberal of another man's substance than his own.

* * *

Variety is the spice of life.

RECENT ADS—GOOD AND OTHERWISE

By the Captious Critic

MY attention has been frequently attracted by the really excellent advertisements gotten out by the Queen City Oil Company in seeking publicity for their lamps and oil heaters.

This company have certainly hit the right idea to push the sale of their oil—they go right to the public with the apparatus that will burn the oil in the most effective and economical manner, and they are incidentally reaping the double profit both on the lamp or heater, and that accruing from the sale of the oil itself.

I know of one firm—manufacturing coal gas—who go one better still, and who will place a range or gas plate in your home free of all charge, if you will use their gas. But this is in a district where competition is very keen.

There is just one point in this otherwise excellent ad to which exception may be taken.

A dry heat is generally conceded to be bad for the health—medical men tell you it invites asthma and bronchitis—and it certainly is bad for the interior decorations and plants in the house. A humid, warm air is said to be the ideal heat in a house, and I think the "dry heat" has been over-emphasized in this ad.

But there are so many good points—the reading matter is so crisp and convincing—that perhaps I have made too much of the above objection.

Every woman, especially those with a quantity of hair, will gladly welcome any means of drying it quickly after washing, and the illustration certainly tells the tale how this very necessary toilet performance can be accomplished.

Clean, Dry Heat
Clean, dry heat, with no smoke or odor and with no flying ashes or soot—that is what you get with a Perfection Smokeless Oil Heater.
PERFECTION
SMOKELESS OIL HEATER
The Perfection is the most reliable and convenient heating device you can find. It is always ready for use. There are no pipes or flues or wires to bother you. You can pick it up and take it wherever extra warmth is wanted.
Every mechanical improvement that experience could suggest was already embodied in the Perfection Heater. This year we have tried to add to its appearance. The drums are finished either in turquoise-blue enamel or plain steel, as you prefer; nickel trimmings; as ornamental as it is indispensable to comfort.
A special automatic device absolutely prevents smoking. All parts easily cleaned. Gallon lasts nine hours. Cool handle; damper top.
Dealers everywhere; or write for descriptive circular to our agency at
The Queen City Oil Company, Limited

This series of ads gotten out by this company have certainly reached a very high standard of quality, and, taken all round, have no superiors in the Canadian advertising field.

"Filing Cabinets from Acorns Grow" is a caption that is more or less striking, but at the same time is rather ambiguous in its application to office filing systems.

No doubt oak woodwork and oak fittings constitute very desir-

able office furniture, but that fact alone is not sufficient to sell a business system cabinet. The point is this, that there are several very much stronger arguments that could be advanced to create a desire to

FILING CABINETS FROM ACORNS GROW
From the insignificant corn springs the mighty Oak. The Oak tree is slow to grow, and many years elapse before the trunk is sufficiently large to produce the logs from which the fine quarter-cut boards are sawn to make "Office Specialty" Filing Cabinets. It is the slow growth that produces the hardness and closeness of fibre which when seen in a finished Filing Cabinet or Desk, makes the beautiful "flower" which is so much admired.
The "Office Specialty" Catalogue shows faithful reproductions of Filing Cabinets for the safe and accurate filing of every business record. You can save time and money by using "Office Specialty" Saving Systems. Ask us to send Catalogues or have our representatives call.
OFFICE SPECIALTY MFG. CO. LIMITED
HEAD OFFICE: 97 WELLINGTON STREET WEST, TORONTO
Branch: Halifax St. John Quebec Montreal Ottawa Hamilton
Winnipeg Regina Calgary Vancouver

obtain one of the Office Specialty Co.'s devices.

To point out the untidy and unbusinesslike methods of filing that many business offices maintain, and to suggest practical, systematic means of furthering their own ends by adopting a modern system would, to the captious critic's mind, be a more logical way of selling the goods.

The advertisement is good, and carries out the point that it was intended for, but it might be stronger if the ad were laid out along the lines suggested.

This advertising for the Black Cat Cigarette people is good—unquestionably it is clever and attractive. The whole series has been uniform and the results attained from the general publicity it has given must have been large. I wonder how much the sale has increased since the advertising was begun? But to get back to the subject—Why has Black Cat advertising been good? It's been good for several reasons. Primarily, it has apparently accomplished the purpose for which it was originally intended, that is, to indelibly impress the fact that Black Cat Pure Virginia Cigarettes could be bought 10 for 10 cents. Every cigarette smoker now knows about these cigarettes and, the probabilities are, have either tried

Curing Ill Effects
Cigarette evils are mostly wrought by poor cigarettes. And the greatest remedy for these evils lies in the manufacture of such cigarettes as
Black Cat
Cigarettes—10 for 10 Cents
—Nothing more pure in the form of tobacco could possibly exist.
Just a blend of smooth, sweet Virginia tobacco, selected from former seasons' finest crops, and wrapped in delicate white paper—that's all that goes into Black Cat Cigarettes.
And you get out of them more wholesome enjoyment—more real smoke satisfaction—than you could ever imagine.
You're probably paying the price of these cigarettes—why, then, smoke the poorer kinds!
To-Day—At All Good Tobacconists
CARRERAS & MARCIANUS CIGARETTES, Limited—Montreal, Que.

them or become constant users of this brand.

The black and white illustrations have always been novel and striking. They are often very

clever and amusing, and demand attention to the ad. The reading matter is strong and convincing, and typographically the ads have been carefully looked after.

Undoubtedly the results of this campaign have been profitable. There are scores of different brands of cigarettes sold in Canada—and there are not more than a dozen, possibly a dozen and a half, makes universally used or heard of.

Why isn't there more of this class of advertising?

Reproduced here is an advertisement of the Bell Telephone

SPEED UP YOUR BUSINESS
HOW to get more business?
A larger use of the long distance and toll line service of your Bell Telephone will bring it.
The two essentials---Business enterprise and appreciation of the service possibilities of the Universal Bell Telephone System.
Speed up your business by reaching out for trade over the Bell long distance and toll lines.
Widen your business field; expand your business. Let us show you how to do it.
Call "Long Distance"---She will be glad to give you the rate to any point to which you might wish to talk.
The Bell Telephone Company OF CANADA.

Company. It is just one ad of a good series of copy that has been running regularly in the local press.

Strong reason-why copy applied to selling 'phone service, if directed through the proper channels, ought to induce many people to instal a telephone.

This particular ad is certainly good, and greets the eye with a clear-cut, precise message.

Typographically it is very near perfection, and the art work is neat and attractive—but—(and it is really easy to find fault when you are looking for mistakes of either omission or commission) there is one little point that would strengthen the ad considerably—I refer to a small but important point that has been overlooked by the artist, and suggest the possible way to remedy the oversight. The drawing shows the man at the 'phone looking in the wrong direction. It is natural for a reader, after having his attention held up by a good illustration, to unintentionally let the eye follow the point of vision as shown.

As this drawing is made, the natural tendency therefore would be to detract attention from the reading matter instead of just leading into it.

If this slight error were corrected the ad would be a first-class example of what constitutes good advertising.

SALES Correspondent Wanted. An energetic, resourceful man, who has had experience. Big Manufacturing Company selling in all parts of Canada, Established and Progressive Business. Good position with splendid future for the right man. Applications treated confidentially. Box 101, Economic Advertising, Mail Building, Toronto.

ADVERTISING THAT APPEALS TO THE AGRICULTURAL HOME

The Farmer hates a caricature and applauds the genuine. By F. M. Chapman, Managing Editor The Farmers' Magazine.

THE farm home of to-day, in the majority of the Provinces of Canada, is vastly different from the home of a generation ago.

The economic changes that have revolutionized the industrial conditions of the nation, have forced a corresponding upheaval in rural life. The factory system, big combinations of capital, and of labor, the utilization of water powers and the hunt for strategic positions on the transportation map,—all have contributed to the shifted situation of the Canadian farmer and his home.

Formerly every side line and concession had its wagon shop, flour mill and woollen mill, while tradesmen of all kinds, with their burly and picturesque settings, made country life self-contained, self-satisfied and always busy. Then every farmhouse was a small knitting factory. Small flocks of sheep contributed the raw materials, and the women, girls, and even boys, could operate the crude instruments that manufactured socks, mittens, clouds, caps and even the plain homespun skirts, clothes and coats for the family.

In like manner the neighboring mill turned out their "grist" of flour, and their oatmeal porridge. The woodland gave them fuel and sundry implements, as well as lumber for their buildings. The sawmills were numerous and the best of pine and oak were possible to him at a low cost.

THE SELF-CONTAINED PIONEER DAYS

My grandfather owned such a farm and accumulated what in those days was a big competence, by means that to-day would mean starvation to the average "want-filled" youth on the farm.

From the tall 4-foot-in-diameter pine on his little farm was cut all the boards that built his house. Single boards were used for the door panels. These were planed by hand, and those same doors swing to-day as sound, apparently, as when they were put in. The shingles, part of which remain after fifty years, were split from first-class cedar blocks by hand. My father, as a boy then, had this for his job in the building operations. Building operations in those days disturbed only local men and local industries.

And no one can gainsay the larders of those days,—all kinds of the best of meats; apples, cherries and plums for fruit; potatoes and beans served in good old homemade ways; while pumpkin pies were as delicious as story has accorded them.

FARMERS CHANGE WITH THE TIMES

Truly *tempora mutantur*, and more truly *et nos mutamur in illis*. The contrast of to-day leads many to wrong conclusions and to invidious comparisons.

Yet the world is growing better—moving, as the poet said, to that "far-off divine event," and in its

motion there is progress. The farm homes of to-day are not those of that day, nor, indeed, can they be so. *Our* farmers would not live as *they* lived. They have new ideas, new ways, and new inventions. The fundamentals of life,—physical life, —food, clothing and shelter, are as insistent as ever. The desire to secure these in abundance is as strong as of old. The same aspirations for better things animates the minds of our boys and girls, and the same divine discontent pervades the parents' thoughts. There is always something better to strive for. And this is the whole history of human endeavor.

RISE OF THE FACTORY

The farm home of to-day has many needs. The wants are wider. The city factory and specialized labor in big manufactories, furnish for him what formerly came from the home.

The transition from one system to the other has been a slow one. The prejudices of the farmer against manufactured goods have been slow to break down. The dishonesty of a few, whose wares were sold by reason of their low price, made the farmer suspicious of all manufactured goods. The work of education against this has fallen heavy on the reliable and honest makers of his goods.

But the farmer had to have clothing—much clothing, boots, cottons, woollens, furs, silks, carpets, house decorations, stores, paint, fuel, etc.

His shelter demanded manufactured lumber, steel, asbestos, felt or imported wooden shingles, iron, tinware, brick and cement. These today are his necessities. And they must all come from others to him. He does not and cannot produce all of them himself.

HIS TABLE IS GOOD

What about his food? The farmer's daily fare is as good to-day as that of the most favored urban dweller. He, as formerly, has the best of fresh meats, buys his factory-cured hams, his preserved peas, tomatoes and fish. He finds it convenient and cheaper to do so. Even his bread largely comes from the village baker. For his flour, the Manitoba hard blend is used by the thrifty housewife.

Dainty, artistic and well-set

And with all these "new things" that would startle into hysterics the economic mothers of yesterday, the housewife is as saving and careful as formerly.

One great indictment against the farm home, must lie against the farmer himself. He has not applied the principles of ventilation, lighting, heating, and water supplies to his home, for the benefit of its inmates, as carefully as his forebears builded against the savageness of an hostile nature in the pioneer days.

In his farming operations, the value of improved machinery, improved buildings, proper rotations of crops and co-operation in marketing his products, have been forced upon him, by reason of their imperativeness to save him from self-destruction in the survival of the fittest. He had to do these to live.

THIS IS A HEALTHY MOVEMENT

Signs are even now apparent that he is waking up to the higher things of life. He is looking beyond the forced necessities to the betterment of life. The farm home to-day must be the best there is. And to this end, the ideals and aspirations, that are latent there, plead for the best that science and art can procure for him. The buying capacity of the farm home is limited only by financial considerations. As an evidence of this, one has only to visit the wind-swept, isolated prairie homes of our great west to see the comfort and furnishings of the homes. Go to Kansas farms and see the automobiles in use, the lighting, heating and water accommodations that are installed.

Who has not remembered the old family silver, the solid furniture now heirlooms on the homestead, and the silken shawls and dresses of the grandmother!

FARM HOMES DEMAND THE BEST

There is no farm woman who does not enjoy a silk dress, a musical instrument, a good piece of furniture,—none who do not cherish the love for a bit of cut glass, an axminster rug or a china set.

The needs are there, and desires of four million people on our Canadian farms are even more up-to-

The WALKER HOUSE TORONTO CANADA
The House of Plenty
Toronto's Famous Hotel
It has no superior in point of service, cuisine or appointments. Travellers can enjoy every home comfort at the
"HOUSE OF PLENTY"
The Walker House is situated in the centre of Toronto's activities, and gives more for the price you pay than any other Hotel in Canada.
American and European Plans
American Plan $2.50 per day and upwards
Geo. Wright and Mark Carroll, Proprietors

Forceful hotel publicity

date and "classy" than they are credited with by many advertisers.

But like other people the farmer has many prejudices. He is "set" in his way of thinking at times. He is "pernickity" regarding many forms of modern labor-saving inventions. He is often prejudiced without reason to the outsider. Yet withal, he is no more at fault in these things than is his city brother.

HATES A SHAM

He hates misrepresentation. He despises the man who sells an unreliable article. When once bitten, he fears forever the fire. Any advertisement that claims to do im-

possible things to him, such as a cure for a long-standing spavin, is regarded by him as a fake. He knows better. The best farmer of to-day does not give credence to an ad that gives him something for nothing. He has his weather eye open for the "nigger in the fence."

He has had the idea too long that any man with a commodity to sell is out to "do" him.

The education of the Seed Control Act, and the Pure Food Law, has been effective. He must be satisfied that what he buys is genuine. It must be reliable. A farmer who gets a good article, no matter what the price, is always a friend of the maker. A poor article is remembered long after the cost-bargain is forgotten.

Then, too, the farm home of to-day is more careful in its reading matter. They rather discountenance those ads that lie alongside those of fake medicines, intoxicating liquors and cure-all belts.

RELIABILITY NECESSARY

A reliable publication, which the farmer can bank upon as being sound in its advertising columns, always will report more sales in relation to inquiries than in a hit-and-miss sheet of questionable and heterogeneous displays.

Where then do our advertisers fail?

We can best answer this question, by suggestions, in ad-writing for farmers.

LEST WE FORGET

Let us postulate firstly, some things that may seem to forget.

1. The farmer does not like to be caricatured.
2. He does not appreciate a patronizing attitude.
3. He resents flattery.

But he does like:

1. Honesty in advertising.
2. An air of reliability.
3. Technical descriptions for his benefit.
4. Methods of saving money by the use of the special thing advertised.

Even the cartoonist borrows from ads nowadays

5. Clean, non-suggestive ads, that the children and family can appreciate.
6. Ads that appeal to his dignity and the love of his work.

There is a great deal in the framing of a successful and drawing advertisement. Many a publication is blamed for results when really the ad was so poor that it repelled instead of attracting a buyer.

I believe hundreds of dollars of advertisers' hard cash is wasted yearly by carelessly written ads.

WANT HIGH-CLASS GOODS

The farmers want, and will buy, high-class goods. Many of them want the latest in dress, in decora-

tion, and the best in food products. I know this, from the inquiries that return to our desk about styles of dress that appear on our Women's Dress Department. The ladies appreciate the best and with their city sisters, despise the shoddy.

THE MAKE-UP

The mechanical make-up of the ad counts greatly also.

Pardon another personal reference. While I was engaged as editor of the Farming Dept. of one of our leading Canadian dailies, I ventured to draw advertising from the farmers who were holding auction sales of farm stock and implements. I featured the ad well, generally in a plain black border, and stated in each case the exact nature of the stock offered for sale. The farmers as a class are slow to advertise. Many will hesitate through some perverseness of ethnic history, even if you show them beyond the shadow of a doubt that money can be made. Yet I have secured as high as $25.00 for a well-written series of ads from a common farmer.

And these ads did the work for him. Increased crowds came and the advent of one new bidder generally paid for the ad. In one case I know where the ad brought the farmer fully $100.00 on a team of horses.

TALK PLAIN FACTS

In this case, as in others, it is the appearance and truth of the ad that brings results.

Farm ad writing is in a class by itself. We have few men who can do it well. Some implement manufacturers have succeeded, in my mind, in preparing good copy.

To show the value of reliability, I have only to point to the successful mail order business as worked up by the departmental stores. Another case came to my notice while at the International, at Chicago this year. A great many farm papers had stalls there, all but one giving away premiums to attract subscriptions. The one, the best and most reliable breeder's paper in America, took straight subscriptions on the merits of the paper and the farmers who came up deposited their money and gave them an encouraging remark, proved to my mind the value of being square with the farming public. They believed the journal was a reliable one and, therefore, a money-maker for them.

Above all, an advertiser must credit his farm clientele with good motives and a reasonable mind.

Your mirror will give you a fair likeness of the person against whom you have most reason to guard yourself.

* * *

He who reigns within himself and rules passions, desires and fears, is more than a king.

* * *

Beware equally of a sudden friend and a slow enemy.

* * *

When a man gets a notion in his head he nearly always works it to death.

* * *

Without health, "All is vanity and vexation of spirit."

HONEST ADVERTISING

THURSDAY, January 4th, had been advertised as the Big Dobbs Night at the Toronto Ad Club Rooms, and a bully muster of members greeted the ex-President of the Associated Ad Clubs in an enthusiastic manner. Dr. Macdonald of the Globe was also a guest, and in a short speech said that he had heard the object of the Ad Clubs was to improve morals—at least other people's morals—and wished that journalists could find some such method of effecting the same change in politicians.

Honesty in advertising was strongly advocated by Mr. Dobbs in an eloquent address. He pointed out that:

The nations of to-day were being influenced by the advertising columns as much as by the editorials.

Advertising had no party lines. It entered with equal facility the hovels of the poor, the homes of the middle class and the mansions of the rich.

Because advertising entered all homes it was a national factor and must be pure and honest.

The fault of the British advertiser was not that he did not produce the goods, but that he forgot to tell the world about them.

If a manufacturer did not take the public into his confidence his success at best must be mediocre.

The day would come when newspapers would find cheap, bad advertising too expensive for them to run.

Mr. Dobbs even went the length of saying that religion benefited by advertising, and in turn advertising benefited by religion, which ought to be the predominant element in guiding all to do what was right and proper in the work they undertook to perform.

Another feature of the Ad Club movement upon which Mr. Dobbs dwelt was the fact that it brought together a lot of clean young men and trained them for their duties in the world along high moral lines. It was better to make a man than to make a million dollars. It was not the millionaires of a hundred years ago whom they remembered, but the men who benefited their race. Ad Clubs had turned out many able men for public life, whose ability was directly traceable to their training at the Club.

The plans for the convention in Dallas, Texas, next May were outlined. One of the features is to be that the admen are to meet there on Sunday for the first day, when they have been invited to fill all the pulpits in the city and speak of "Religion and Business." They intend to carry out their invitation, and members will preach in every church, including the synagogue.

An excellent musical programme was given by members of the Club.

Routine work should never be left for the busy hours.

* * *

One cannot be enterprising and easy-going at the same time.

MEN AND MEDIA

THE largest paper ever printed in Kingston is the proud boast of the Christmas Edition of the British Whig. This most creditable production of 36 pages includes a most artistic colored supplement, and, judging from the volume of advertising carried, must have gladdened considerably the heart of the advertising manager.

* * *

A fairly prosperous business man, when being canvassed recently for advertising, told the solicitor he would not spend any money at present, as he had no time to write the ads.

Incidentally he mentioned that he knew he could write ads with the greatest ease, because he had taken a prize at school in penmanship!

* * *

How is this for an ad not 50 miles from Toronto: "You can furnish your Home for very little at Mac's the leading Funeral Director."

* * *

R. D. Robinson, Publishers, Limited, publishers of the Maritime Farmer and Co-operative Dairyman, have removed to new premises at the corner of Clarence and St. David Streets, St. John, N.B., where they have much better facilities for handling their increasing business.

* * *

J. I. Phillips, formerly advertising manager of the St. Thomas Daily Journal, has been appointed Local Advertising Manager of the Ottawa Free Press, in succession to John D. McCallum, who joins the staff of the Montreal Star.

* * *

We have been favored with an excellent flashlight photograph of the entire staff of the Calgary Daily Herald, taken at their first annual banquet on December 16th. O. L. Spencer, advertising manager, is justly proud of the fact that this photo shows the biggest representative staff of newspaper men and printers between Winnipeg and the coast.

* * *

T. Lyle Blogg, who has been in charge of the ad writing department of the Hugh C. MacLean, Ltd., has accepted a position with the J. Walter Thompson Co., in their Toronto office.

* * *

Congratulations to Hon. J. V. Ellis, of the St. John (N.B.) Globe, who has completed 50 years of editorial work. In commemoration of the event the papers in question published a 50-page illustrated issue—all their own work.

* * *

The T. H. Best Printing Co., Limited, have purchased the business and plant of Newton & Treloar, Printers and Bookbinders, Johnson Street, and are now in a position to handle every kind of high-grade printing and bookbinding.

Some old customs, at any rate, show no signs of dying out, and the Christmas and New Year Greeting Card is perhaps more in evidence this year than ever.

The good wishes of our many friends are heartily reciprocated, and we have especially to acknowledge receipt of artistic cards from La Patrie, La Presse, Montreal Standard, Legg Bros., Southam Press, Saturday Sunset, Ottawa Citizen, Toronto News, Hugh C. MacLean, Ltd., The Munsey Newspapers, Ottawa Free Press, Montreal Star, Rod and Gun, Carter and Carter, Chicago Daily Tribune, and others of a more personal nature.

* * *

The name of Massey-Harris is such a household word in Canada, that any advertising done by them is sure to attract attention.

The two new catalogues just received, dealing respectively with gasoline engines for the farm and all kinds of farm machinery, contain comprehensive details of these lines and are real works of art.

F. W. Hunt, of the firm's printing and advertising department, is to be congratulated on the quality of the work turned out.

* * *

We are in receipt of a most unique Christmas Souvenir from the Winnipeg Free Press in the shape of a paper weight, and penwiper made from the hide of one of the famous Pablo buffalo purchased by the Dominion Government in 1911.

Accompanying is an artistic booklet describing this interesting animal, and of course the opportunity is taken to give some facts and figures concerning the phenomenal growth of the Free Press.

* * *

The Vancouver Ad Club, with the slogan "Organized Optimism," have settled down to the preliminary work necessary to put the organization on a sound footing, but we may expect to hear from them in the near future. John D. Kearns, Bower Bldg., Vancouver, is Secretary.

No man's abilities are so shining as not to stand in need of a proper opportunity.

* * *

An able man shows his spirit by gentle words and resolute action.

* * *

It is good discretion not to make too much of any man at first, because one cannot hold out that proportion.

* * *

That which we acquire with most difficulty we usually retain the longest.

* * *

The dentist can't fill a tooth until he induces the patient to open his mouth.

* * *

If you can save a man from himself, he is safe from all others.

* * *

Very few people can afford to get something for nothing.

* * *

Judicious relaxation is true business economy.

FORGING AHEAD!

Are you marking time in your business or is each month's record one of progress and expansion? Surely your aim is to forge ahead, and

Woods-Norris Service

will help you. It is far more than mere clerical and mechanical work. Our copy is right and convincing, and has real selling value. WOODS-NORRIS SERVICE PAYS. Many leading advertisers will bear out this claim. Ask us for a list of well-known advertisers to whom you can refer. Write us for details of our proposition or ask for a representative to call.

WOODS-NORRIS LIMITED

MAIL BUILDING, TORONTO

The Globe
TORONTO

68 Years of Age and Making New Records

Both in circulation and in advertising patronage the figures show the year 1911 to have been a banner year for The Globe.

ADVERTISING RECORD

	1910		1911	
	Display Columns	Condensed Columns	Display Columns	Condensed Columns
January	1151¾	345	1355¾	335¾
February	1069½	322	1302¼	342
March	1198¾	394¼	1458½	413¾
April	1471¼	393½	1560¾	410¾
May	1277	373½	1557¾	408
June	1313¾	441	1528¼	476½
July	1187½	480¾	1196¼	521½
August	1223½	413	1250	458¾
September	1367¼	325	1651	363¼
October	1401	328¼	1461½	356
November	1401½	338¾	1490	356¾
December	1521	391	1557¾	390
Totals	15583¾	4546	17369¾	4823

Total for 1911 ..... 22192¾
Total for 1910 ..... 20129¾

Increase ..... 2063 columns

CIRCULATION RECORD

	Daily Average		Daily Average
1895	23,890	1904 (war year)	51,231
1896	28,650	1905	51,915
1897	31,214	1906	50,229
1898	34,805	1907	50,957
1899	37,538	1908 (election year)	54,748
1900 (war year)	47,120	1909	53,058
1901	44,053	1910	55,796
1902	44,659	1911 (election year)	65,759
1903	46,997		

No advertising campaign in Canada is complete without The Globe as first on the list

CANADA'S NATIONAL NEWSPAPER

FEBRUARY—1912

Economic Advertising

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WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING, TORONTO, CANADA

Advertising in a Newspaper is like choosing friends —

You have to be careful

You don't want everyone who comes along for a friend — you choose the best of them and let the others go.

So it is with advertising. You don't want any old paper as your medium —you want the best. And that's what you get if you use

The Toronto Daily Star

Don't take our word for it, but ask the advertisers who use its pages what they think about it.

OUR ADS MAKE GOOD, TRY THEM

The Toronto Daily Star

18 King Street West

United States Representatives

C. H. EDDY
5024 Metropolitan Building
New York

EDDY & VIRTUE
People's Gas Building
Chicago

A Monthly Magazine published in the interests of Canadian Advertisers

Economic Advertising

ADVERTISING RATES

	1 month.	6 months	12 months.
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

Vol. 5. Toronto, February, 1912. No. 2

STRAIGHT TALKS

THE USE OF THE BORDER IN ADVERTISING

WE have received from the National Tube Company, of Pittsburg, a most interesting letter relating to their experience in using borders in their ads.

This is a question that affects every advertising man, and more especially those interested in trade papers.

The firm in question were dissatisfied with their advertising in such journals as the *Iron Age, Power and the Engineer, American Machinist*, etc., which were numerous in design and varied in appearance.

The first idea of the company was to design a special border and to supply all the trade papers with it. But they decided that this might not fit in with the policies of some of the trade papers, and abandoned the idea in favor of setting the ad without any border at all, giving the fullest possible value to the white space. With the change they decided that in appearance their ads. were much more satisfactory.

The writer in his letter, himself a great believer in white space, compares advertisements without borders in the *Saturday Evening Post* and such journals with those in which he is advertising. This is not a fair comparison. The clientele and the make-up of the papers are so vastly different.

We know of only one journal in Canada which insists on setting ads. in a similar border for the sake of uniformity.

West of the Great Lakes in Canada

Open Up New Sales

To-day it is your privilege to place in the clearest and most forceful way the merits of your product before the men who need and will appreciate your goods.

IS NOT A TOWN BOOMING ISSUE

—— THE SPECIAL ——
BUILDING PROGRESS NUMBER

It depicts old and new methods. Very interesting story and illustrations. Something really worth while.

We reach Builders, Contractors, Architects, Engineers, Supply Men—in a territory wide open. If you have anything to interest them, you cannot afford to be outside our pages.
Forms close Friday, March 29th.

OUT APRIL 15 1912

WESTERN CANADA
CONTRACTOR
AND BUILDER'S GAZETTE.

WINNIPEG, CANADA

The only journal of its kind edited, printed and published in Western Canada

BRANCH OFFICES:

VANCOUVER, B.C.	TORONTO, ONT.	MONTREAL, P.Q.
80 Hutchinson Block	220 King St. West	B34, Board of Trade

WRITE NEAREST OFFICE

THE HUGH C. MacLEAN CO. Limited
Travellers Building, Winnipeg
PUBLISHERS
Western Canada Contractor (Monthly)
Western Lumberman (Monthly) The Commercial (Weekly)

This is all right in a sense. It gives every advertiser an equal chance to corner the attention of the reader.

But it would be very poor policy for papers like the *Saturday Evening Post.*

At the moment our question is entirely with trade papers as raised by the National Tube Company.

And they raise two pertinent questions which we will endeavor to answer as far as Canada is concerned.

First: Do you think it has a tendency to reduce all advertisements to a dead level, and hence decrease their attractive value and efficiency?

Second: After a man has purchased a type size page, is he not entitled to use it in any way he sees fit? Is he not entitled to get an electrotype of his matter, and so long as the matter is not libelous or of such a nature as to be contrary to the rules governing the periodical, is not a rule, as indicated, rather oppressive?

We feel very strongly on the subject, especially so, as our experience has brought us in touch with several Canadian trade engineering journals, and we are of a decided opinion that any caption or illustration that tends to bring any advertisement above the level of its surroundings has a value which cannot be over-estimated.

Our trade paper advertisements pander too much to the dead level of mediocrity—John Jones is in business—he sells whitewear, or engines—Good luck to him! And the man who can get away from this stunted stolidity—who can catch the reader's eye as soon as the page is turned over, has our respect.

By all means use a reverse plate—if you are satisfied with that—just white on black, not black on white. It will be something different to the rest of the page, and something different will catch the eye of at least one out of ten.

In your trade paper advertising, Mr. Manufacturer, don't tie the advertising man down. The majority of trade paper ads. are deadly dull because you won't let them be bright. Let your advertising service have full swing, and produce something out of the ordinary. They, probably, can do it, if you give them half a chance. Did you ever see Nye's ads., Sadler & Haworth's belting ads? Did the dainty maiden sitting peacefully on the top of some sky scraper or reposing gracefully on Niagara Falls strike you as odd? No, it caught your attention, and attention is what we all aim for, because attention gained is a battle half won.

The firm who have been instrumental in bringing this matter to our notice may not agree with us. But as regards trade papers in Canada, you can take it as a golden rule that you want strong, forceful, distinctive, and sometimes humorous copy, if you are going to catch the public eye.

An unsolicited letter from the largest retail clothing store in Canada giving **positive proof** of the **pulling powers** of

THE NEWS
TORONTO

OAK HALL CLOTHIERS
Toronto, Ont.

C. S. Furness,
Advertising Mngr.
The News, City.

Dear Sir :

It gives me great pleasure to be able to tell you that we are getting splendid results from our advertising in your paper.

We have tested it in different ways and are extremely well satisfied with the returns your paper gives, particularly is this noticeable when we advertise Boys' Clothing which as you know we make a specialty of.

With best wishes

I am yours truly,

J. C. COOMBES,
Manager

A newspaper that has **real value** for you as an advertising medium.

Advertising Dept.
Phone Main 6300

Established 38 Years

The Sentinel
Toronto, Ontario

Circulation doubled in five years

1906—12,500
1911—23,000

Its advertising has trebled during the same period.

A great paper for the home and the advertiser.

Subscription list always open for investigation.

Now located in its **own magnificent new building.**

Sample copies and advertising rates mailed on request.

A high-class Protestant family weekly ; widely known and appreciated throughout the whole Dominion.

23,000 Homes
75,000 Readers

A splendid advertising medium for the business man, the farmer and the manufacturer.

A clean, ably edited newspaper that appeals to the class of readers that advertisers find profitable,

The Sunday reading is always an acceptable feature.

The Sentinel Publishing Company, Limited
37-39 McCaul St., Toronto

THE BEST COLOR SCHEME

A long debatable subject has at length been put to a practical test—the test as to what combination of colors meets the eye most readily!

The question of the best combination of colors to attract and hold the attention as far as outdoor signs are concerned has been a matter of concern with every outdoor advertiser, and the following novel experiments made by Sheldons Ltd., prominent English bill posters, may give Canadian advertisers a line on color they have not had the opportunity to discover. We take the liberty of quoting from the *London Billposter* at some length:

"A series of decidedly novel experiments, eminently interesting to advertisers and the majority of business men, was carried out on Saturday afternoon, the 6th ult., at West Park, Leeds, by Messrs. Sheldon's Ltd. The object of the experiments was to determine as far as possible, which is the best combination of colors in an advertising poster.

"About seventy people assembled to assist in the tests, which were carried out by means of a large board, on which were placed thirteen different posters of uniform size, but all printed in different colors—black on yellow, yellow on black, blue on white, etc., etc. Each poster bore three lines of lettering, so arranged as to make guess work in deciphering them impossible. The people in attendance were placed at a distance at which the lettering was quite illegible, and they then walked forward slowly until near enough to read the whole of the letters.

"The distance at which each poster could be read was carefully measured off by means of pegs in the ground, and it is the purpose of Messrs. Sheldon's to strike an average of the results so obtained with a view to arriving at the color of the greatest legibility.

"Roughly, it may be said that to the sixty-eight people who were present, the poster, the lettering of which could be deciphered at the greatest distance had black letters on a yellow background. Green letters on a white background were second in effectiveness, and then came blue on red, red on white, black on white, white on blue, yellow on black, white on black, and white on green."

This color subject holds the greatest interest for Canadian advertisers, and we welcome opinions, which we will publish in our columns from advertisers as to what combination of colors they have found most effective.

To catch the human eye rapidly and permanently is surely a feature of good advertising, and the color scheme of any ad. must bear a considerable burden.

The Montreal Witness

The Montreal Witness increased its circulation 60% during 1911.

During the last three months of 1911, advertising increased 15%, and during January 1912, 40%.

It Gives Real Service

to merchandizers because it has Quality Circulation, Distribution in Families, Public Confidence. It helps quality advertising by rejecting always objectionable advertising. ∴ ∴

Mr. Fitz James Browne, one of Montreal's prominent men, said recently: "The *Witness* is the most highly considered paper in Montreal, for it is liked and read by the most intelligent and thoughtful people."

The Canadian Courier

has secured the services of Mr. E. T. Cook, known as the author of "Gardening for Beginners," "Trees and Shrubs for English Gardens," etc. Mr. Cook has taken editorial charge of our

Country Life Supplement

published the first week in every month. This together with our Woman's Supplement forms a twice-a-month schedule of great value to advertisers who desire to reach the better class of woman readers.

Send for advertising rates and circulation figures.

The Courier Press Limited - Toronto, Can.

FOLLOW-UP METHODS

We reproduce below extract from a letter of a large American firm manufacturing automobiles, the spelling, composition, punctuation, and typing of which are just about as bad as they can be. Here it is:—

> "We have been delivering cars since November, and we believe that when you compare this car with others, and analize its specifications, you will immediately reconnize its superiority and the reason for its popularity. The material that goes into this car is of the highest grade, as the names will indicate. The Specifications oof the car, are such, that makes the..... a car which the pubcli has been patinelty wiating for. We are not able at the presnet time to keep our production up to our sales, but are rapidly increasing our our-put, and can tkae orders for advance delivery.
>
> With renewee thanks for your inquiry, belive us,"

How a letter of this kind ever managed to leave the offices of a firm of such high standing in the automobile world passes our comprehension.

The impression created by this letter must have been about 400 degrees below zero, and instead of selling a car, it brought down a storm of ridicule from all who read it.

This is a good example of firms who are liberal in their advertising appropriation, but who lose sale after sale by careless office work and inefficient follow-up methods.

And as likely as not such a firm will turn round and say that it is their advertising which does not pay. *Verb sap.*

PREPARING COPY

One of the gravest errors in the preparation of present day advertising copy is committed by those copy writers who are satisfied if they can fill the desired space with good looking, forceful copy which is likely to appeal to the largest number of possible buyers.

Too often this state of affairs confronts the copy man owing to the limited time at his disposal—he just has to grind copy out against time—and often enough the firm themselves are unwilling to give the whole-hearted co-operation and supply the information necessary for complete success.

How little information is frequently supplied concerning the firm's distribution methods,—details of the component parts of the product are too often withheld, and particulars of the competition

THE TIMES

is one of Canada's oldest papers and a successful one from the first. If you want to reach its thousands of readers in and out of the city

Make your Contract for Advertising for 1912 with

The Hamilton Times

A BRIGHT UP-TO-DATE HOME PAPER

PRINTING OF ALL KINDS A SPECIALTY. ONE OF THE LARGEST JOB PLANTS IN CANADA.

'Times' Printing Company, Limited

HAMILTON - ONTARIO

THE EASTERN ONTARIO FIELD

IS COMPLETELY COVERED BY

THE BRITISH WHIG

Sworn Average Circulation for 1911:

DAILY WHIG, 4,155

SEMI-WEEKLY WHIG, 5,343

Rate Card and Full Information on Request

likely to be met in the district which the ad. is destined to reach, are not always forthcoming.

The Schoolmaster in a recent issue of *Printers' Ink* very pointedly remarks that unless an article enjoys a practically perfect distribution—and few products do—it seems advisable to have the advertisements influence broader distribution, and copy in such a case might have to be founded on a distinct selling plan.

If the most favorable results are to be obtained, it is of vital importance that the fullest information be given, and moreover, that sufficient time be allowed for any investigation that may be considered advisable.

Rush work never produced a satisfactory job, yet there are a number of Canadian copy writers who are working under such conditions. The copy produced cannot help losing strength thereby.

A CODE OF ETHICS FOR ADVERTISING

Recently considerable attention has been given to the necessity of framing a code of advertising ethics for advertising men, to which all would be called to subscribe, but the nature of such a code and even its general utility have been the subject of much debate.

It is generally admitted that there are many abuses in the advertising business which could, with advantage, be eliminated, but the difficulty seems to be to get the agencies, advertising managers and publishers to fall into line and to agree on a certain course of action. . .

Recently in Canada a move has been made in the right direction in the recognition by the Canadian Press Association of some nineteen leading agencies, and the consequent refusal of commission to several others who were unwilling to agree to the very reasonable conditions asked.

Among the evils that have been pointed out by leading advertising managers and agencies, both in the States and in Canada, the following may be epitomised as most needing correction. We may well refrain just now from speaking of the fake and fraud in advertising—these are evils generally recognized as needing immediate correction.

In the hands of many solicitors the term circulation is, undoubtedly, a very elastic one. The selling of space should be governed by precisely the same rules as the selling of any other commodity, and the advertiser who pays for circulation which has been overestimated by the publisher or the solicitor, has very real cause for complaint.

We have so often heard advertising designated as a "profession"

The Agency With Automobile Accounts

should use The Daily and Sunday World if the best interests of clients are to be the first consideration. By using both papers the advertiser gets a combined circulation of over

108,000

With The Daily, there is a good circulation among business people who are most likely to become customers, with the Sunday World, —a larger purely Toronto circulation than that of any other Toronto paper — morning, evening or weekly. Over 49,000 Sunday Worlds are sold and delivered in the City of Toronto alone every Saturday night before midnight.

that it is interesting to note the opinion of more than one leading man, who asserts that advertising is not a profession, but a business—and that the main abuse in that business is that some agencies are not giving 100 per cent. service.

The agency which pays 50 per cent. of the business for solicitors, and then deducts its own profit, is not giving the advertiser much more than 25 per cent. of the service he is entitled to.

Then again, an abuse which calls for correction is what might be termed the over-soliciting on the part of some agencies—the tendency to make the advertiser dissatisfied with the service he is getting in an effort to take away his account.

Good open competition is the salt in every walk of life, but the methods used by some of the fraternity in diverting business to their own channels, are, in the opinion of many, open to question.

Over-buying of space and the expenditure of a useless amount of money by firms not sufficiently strong financially, are points well worth the attention of advertising men in general, and a getting together in this direction should bear good fruit.

Is it not possible for advertising men to agree on a code of ethics that would put a stop, at least in part, to these and kindred grievances? Or are we going to allow our little jealousies, conceits and ignorances to stand in the way of a better understanding?

It is no mere platitude to say that advertising is in its infancy. The field is enormous, and there is room for everyone to employ his talents in the advancement of this great salesmanship in print.

It is possible for every one to get a fair deal without injury to his neighbor.

* * *

Take time to decide correctly any proposition that is put up to you, but learn to decide correctly as quickly as possible.

The difference between failure and success is the difference between passively waiting for things to come your way and actively going after them.

All the time you spend in contemplating what you will do when you get rich is so much less time in which to get rich.

Are you developing a character and a reputation that will make you, when you get old, something more than merely one of the oldest inhabitants?

Before you write an extravagant statement into an advertisement, consider how it would sound if you were to read it in somebody else's ad.

Enthusiasm is the stuff of which great successes are made, but only when counterbalanced by a balance wheel of good judgment. Don't let your enthusiasm over attractive plans run away with you.

THREE YEARS AGO

THE

Kingston Daily Standard

Had 825 Daily Circulation and No Semi-Weekly

TO-DAY

It has **3,752** Sworn Daily Circulation
2,110 Sworn Semi-Weekly Circulation

Is the leading Conservative Newspaper between Toronto and Montreal, and is still growing.

TO SEE THE STANDARD IS TO BELIEVE IN IT

THERE'S A REASON

And a good one, too, why advertisers find it profitable to use the columns of

The Regina Leader

It is because more people read The Leader than any other paper in Saskatchewan

Sworn Average daily circulation for November **8,873** Three Editions: Morning, Evening, Weekly

WRITE FOR RATES

The Leader Publishing Company, Limited
REGINA, SASK.

Special Representative, Edgar J. Guy, Canada Life Building, Toronto

SOLVING THE ADVERTISING PROBLEM

Reprinted for the Benefit of Advertisers, to Whom it is Quite as Interesting as it is to Publishers—Showing How Modern Advertising is Ceasing to be a Problem, and That Much Skill and Experience is Required for its Successful Construction.

ADVERTISING has become a big factor in our social and political economy. Its phases, methods and results have assumed national importance; it is considered and discussed by statesmen, authors, divines, scholars, artists, scientists, and there are not many forms of human activity on which it is not brought to bear. Here a city or a state is spending vast amounts of money to make its virtues known; there a big religious movement sets apart a generous sum for publicity—everywhere, the advertisement cries "Hear me!"

THE DAY OF UNCERTAINTY HAS PASSED

Years ago, in its infancy, advertising was spasmodic, ignorant, slovenly and unfruitful. It was used in a hit-or-miss way and it brought hit-or-miss results. It lacked system and brains. Money was plentiful and slipped easily from the hand of the customer, and it required no great art to sell to him.

That was the day when the "drummer" sold his goods to the retailer on the strength of a few bad cigars and worse jokes. It was also the day of the freak advertisement and the irresponsible statement.

To-day the advertisement that brings results is as carefully conceived as an essay and as artistically treated as a poem or a picture.

Selling and buying have become serious business, and are so dealt with by the advertiser. A joke may still catch the attention of the customer, but that, too, is made with serious purpose, and it must have something substantial behind it or it does not win trade.

MODERN ADVERTISING USES EVERY AVAILABLE PROCESS AND SCIENCE

So fine has the business of advertising become that there is hardly a science or an art that has not been brought to bear upon it.

At a meeting of advertising men one hears "psychology" and "sub-consciousness" bandied about as freely as talk of type and white space. You will be told that advertising may be made as exact a science as mathematics and that in time a man may figure as closely on the customers who will respond to a certain amount of space in a newspaper as an insurance man can on the number of people who will die at the age of forty next July.

Again, others refuse to call advertising anything but an art, and a fine one at that—which has no fixed rules, but calls for the use of the best talent and the finest skill of pen and pencil and brush.

Probably the real definition lies somewhere between the two.

GOOD PRINTING PAYS BIG DIVIDENDS

As a manufacturer or a merchant, engaged in selling goods to others, you are naturally interested in good printing, because good printing is one of the most effective and economical of selling methods. And perhaps you, like many other business men of our acquaintance, would use more printing but for the bother of getting it up. You haven't the TIME to think up the ideas, plan out the details, do the writing, look after cuts, etc.

We are equipped, not only to do the mechanical printing, but we also have a staff of expert writers, artists and engravers to get your material in shape for the actual printing work.

NO JOB IS TOO LARGE OR SMALL

for us to tackle to your utmost satisfaction. We can give you perfect service on anything from a business card up to a big catalogue.

If you contemplate getting out any

Show Cards, Booklets, Circulars
Catalogues, Price Lists

or any other sort of printed matter, it will pay you to write us. Simply ask us to send a man along to talk it over, and to tell you all particulars about our complete printing service.

ACTON PUBLISHING CO. LIMITED

JOB PRINTING DEPARTMENT

59-61 John Street - Toronto

Advertising is a fine business, that must be handled sanely and intelligently, as any other business must be, and the more talent and art and science can be applied to it the better it will succeed. There is no great mystery to it, no sleight-of-hand or miracle.

Figs do not grow on thistles and bricks are not made without straw in advertising any more than anywhere else. Advertising has its laws and is as subject to rules as farming and carpentry, and the sooner advertisers and those who sell advertising space realize this the better it will be for all concerned.

STANDARDS OF ADVERTISING ARE CONSTANTLY RISING

Never was there more concerted action or more intelligent effort to raise the standard of advertising methods than at present. Newspaper and magazine men and advertisers are meeting daily for the discussion of topics of common interest, and an amount of good feeling and mutual understanding has resulted that cannot fail to accomplish much good.

Never before have the publisher and the business man so thoroughly appreciated their vast importance to each other or striven to enlighten and aid each other.

These frequent conferences and general discussions are sure to bring about important and beneficent results, and they emphasize the fact that the earnest co-operation of the publisher, the advertising agency and the advertiser affords the only means by which advertising may be raised to its full power.

The publisher will realize that there is no magic in the words space and circulation, but that they are simply so much of a commodity that must be honestly measured if it is to be sold, and the advertiser must know that all the arts and sciences in the world are as sounding brass and tinkling cymbal if he cannot make people believe what he says.

SOLVING ADVERTISING PROBLEMS IS EASY TO THOSE WHO KNOW HOW

These are the big advertising problems of to-day, and, when they are solved, all the others, with their psychology and their theories, will be simple enough.

In a word, plain honesty between publisher and advertiser and between the advertiser and the public will settle most of the difficulties that are keeping many a man awake nights. All that is needed is a practical, common-sense basis on which to do business and a thorough understanding and conscientious co-operation between the publisher and the advertiser. Advertising will then right itself.

Just now all who are interested are striving to find the best means of bringing about this result, and it is probable that many fine theories and much earnest effort will be wasted, but with the agency, the publisher and the advertiser working together for a closer acquaintance and a better understanding, there is no doubt that the desired end will be reached.—*The Publisher's Guide.*

B. C. Saturday Sunset

VANCOUVER, B.C.

The Only Weekly Newspaper in British Columbia that has a

Circulation of over 17,500

and reaches every city, town, village, mining and lumber camp in the Province. We refer to Woods-Norris Limited, and all other recognized agencies.

FORD-McCONNELL, PUBLISHERS

18,521

That was our net sworn daily average circulation for 1911

The Hamilton Spectator

Is read and enjoyed by the largest number of home-loving people in its district. Home quality of circulation is the kind all foreign advertisers should be eager to buy.

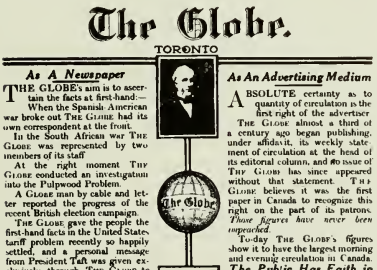
PUBLISHERS FALL INTO LINE

One of the most successful publishers in Canada gives us the gist of the following article.

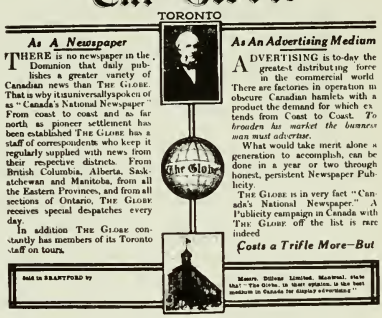
We commend it to the publishing fraternity as a masterly interpretation of what the trend of modern business is leading up to.

Every publisher and every Canadian advertising man can digest this article with advantage.

A MARK of increasing faith in advertising is found in the advertisements of publishers themselves. Never, in Canada, has advertising been used so much by publishers as to-day. Never have the opportunities for returns been so great. Many publishers have become regular advertisers, not only in trade papers, but in the columns of their own, and other daily papers. The list is growing. Advertising mediums are being analyzed by their owners for the information of the buyers of advertising space. The "rough guess" circulation statement has been followed by the sworn detailed statement.


The Globe.
TORONTO
As A Newspaper
THE GLOBE'S aim is to ascertain the facts at first-hand:—
When the Spanish-American war broke out THE GLOBE had its own correspondent at the front.
In the South African war THE GLOBE was represented by two members of its staff
At the right moment THE GLOBE conducted an investigation into the Pulpwood Problem.
A GLOBE man by cable and letter reported the progress of the recent British election campaign
THE GLOBE gave the people the first-hand facts in the United States tariff problem recently so happily settled, and a personal message from President Taft was given exclusively through THE GLOBE to the Canadian people.
As An Advertising Medium
ABSOLUTE certainty as to quantity of circulation is the first right of the advertiser
THE GLOBE almost a third of a century ago began publishing, under affidavit, its weekly statement of circulation at the head of its editorial column, and no issue of THE GLOBE has since appeared without that statement. THE GLOBE believes it was the first paper in Canada to recognize this right on the part of its patrons.
Those figures have never been impeached.
To-day THE GLOBE'S figures show it to have the largest morning and evening circulation in Canada.
The Public Has Faith in The Globe
Sold in BRANTFORD by
Messrs. Dilloon Limited, Montreal, state that "The Globe, in their opinion, is the best medium in Canada for display advertising."

The statement showing the manner and location of distribution is "arriving," and will be followed by a statement containing net receipts from circulation week by


The Globe.
TORONTO
As A Newspaper
THERE is no newspaper in the Dominion that daily publishes a greater variety of Canadian news than THE GLOBE. That is why it is universally spoken of as "Canada's National Newspaper." From coast to coast and as far north as pioneer settlement has been established THE GLOBE has a staff of correspondents who keep it regularly supplied with news from their respective districts. From British Columbia, Alberta, Saskatchewan and Manitoba, from all the Eastern Provinces, and from all sections of Ontario, THE GLOBE receives special despatches every day.
In addition THE GLOBE constantly has members of its Toronto staff on tours.
As An Advertising Medium
ADVERTISING is to-day the greatest distributing force in the commercial world. There are factories in operation in obscure Canadian hamlets with a product the demand for which extends from Coast to Coast. *To broaden his market the business man must advertise.*
What would take merit alone a generation to accomplish, can be done in a year or two through honest, persistent Newspaper Publicity.
THE GLOBE is in very fact "Canada's National Newspaper." A Publicity campaign in Canada with THE GLOBE off the list is rare indeed
Costs a Trifle More—But
Sold in BRANTFORD by
Messrs. Dilloon Limited, Montreal, state that "The Globe, in their opinion, is the best medium in Canada for display advertising."

week, or month by month. That will be the next development.

Circulation statements have occupied a big place in the advertising of publishers, and rightly so. The advertiser is entitled to know. He is aware of this, and the publisher is simply meeting an ordinary commercial demand in giving the information.

That is the right of the buyer of any commodity—to know just how much he is getting for his money.

So much for the circulation statement. There is also a tabulated statement of advertising carried, and it is agreeable to notice a tendency towards a simple statement or a comparison with

EDMONTON JOURNAL

M. R. JENNINGS, Editor and Man. Director *JOHN MacLAREN, Bus. Mgr.*

Sworn Statement of Circulation for Year 1911

Date	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
Dly. Av.	4980	5296	5527	6544	7377	7733	7994	8129	8154	7925	7795	8150

THE above figures exclude all returns, unsold and waste copies. The circulation books and records are open for inspection to advertisers any time during business hours for the purpose of verifying the above statement.

R. R. LEITCH,
Circulation Manager

The Association of American Advertisers (New York City) has examined and certified to the circulation of this publication. Only the figures of circulation contained in its report are guaranteed by the Association.

No. 204 T. E. Bowman Secretary.

The only Edmonton newspaper which has been audited and guaranteed by a special representative of the Association of American Advertisers.

Edgar J. Guy, Representative, Canada Life Building, Toronto

MONEY SPENT in the advertising columns of

The Farmer's Advocate and Home Magazine

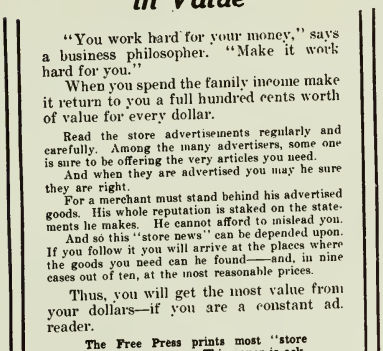
is better than money in the bank

You have this last opportunity of making contract on basis of old rate card, as an advance in rates will be made before the next issue of this paper is published. It will therefore be to your advantage to correspond at once with

THE WILLIAM WELD COMPANY, LIMITED

LONDON CANADA

previous years. Comparisons with other papers in the same field are



Every Dollar Owes to You One Hundred Cents in Value

"You work hard for your money," says a business philosopher. "Make it work hard for you."

When you spend the family income make it return to you a full hundred cents worth of value for every dollar.

Read the store advertisements regularly and carefully. Among the many advertisers, some one is sure to be offering the very articles you need.

And when they are advertised you may he sure they are right.

For a merchant must stand behind his advertised goods. His whole reputation is staked on the statements he makes. He cannot afford to mislead you.

And so this "store news" can be depended upon. If you follow it you will arrive at the places where the goods you need can he found——and, in nine cases out of ten, at the most reasonable prices.

Thus, you will get the most value from your dollars—if you are a constant ad. reader.

The Free Press prints most "store news" in Ottawa. This paper is acknowledged as this city's greatest medium for retail store advertising.

not so common, though they are still used by large dailies in New York and Chicago. This form of advertising is effective as showing the popularity of the medium and its ability to secure and retain business. It influences the advertiser by the force of the example of other advertisers.

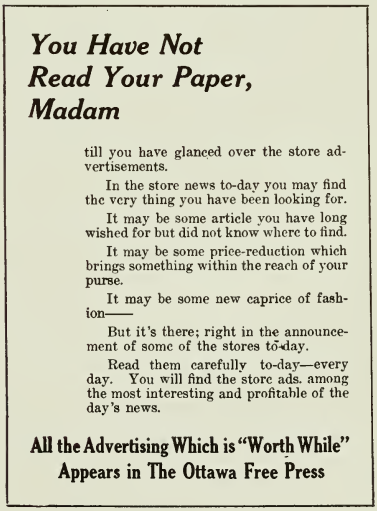
The newer advertising for publishers, however, is along the line of developing their readers to be ad. readers. Some of the newspapers have found this out. Some of them are giving augmented service to their advertisers, by educating their readers to read the advertisements.

It is an apparent fact that only a portion of readers of any publication read the advertisements. Any publisher can automatically increase the value of the publication by stimulating the interest of his readers in the advertisements, without adding a single subscriber to his list. He can popularise his advertising, just as other articles of commerce are popularised—by advertising.

That is service—the kind of service that a shopper expects from a retail merchant, or the buyer demands from the maker of an article.

It will not do in these latter days for a merchant to place his goods on the shelf and wait for the customer to ask for them. He must display them. He must place them where they may be seen. He must lay them out in the most noticeable places, in the most enticing way. The shopper demands it. Otherwise he will not buy.

It will not do, either, for the manufacturer to merely place his article on the dealer's shelf, he



You Have Not Read Your Paper, Madam

till you have glanced over the store advertisements.

In the store news to-day you may find the very thing you have been looking for.

It may be some article you have long wished for but did not know where to find.

It may be some price-reduction which brings something within the reach of your purse.

It may be some new caprice of fashion——

But it's there; right in the announcement of some of the stores to-day.

Read them carefully to-day—every day. You will find the store ads. among the most interesting and profitable of the day's news.

All the Advertising Which is "Worth While" Appears in The Ottawa Free Press

A New Serial, "The Dream Girl," by
Robert W. Chambers
begins in

March Canada Monthly

Mr. Chambers' name is synonymous with the very best in romantic novels. "The Common Law" and "The Fighting Chance" took the country by storm, and with reason. But, "The Dream Girl" is the best yet. Chambers to-day is in the height of his power, and in this story he has surpassed himself. He has never told a more fascinating love-story, never one more charming, more elusive or more thrilling than "The Dream Girl" which begins in the March issue. It will be a record-breaker—people simply *have* to buy the first number of a Chambers serial. Get your copy in now. Forms close Feb. 17th

VANDERHOOF GUNN CO., LIMITED
LONDON TORONTO WINNIPEG CHICAGO NEW YORK

The Gazette - Montreal

ARGE CIRCULATION IS USELESS WITHOUT "ADVERTISING PULL"

The Gazette's circulation is built on its merits and quality.
It enjoys the utmost esteem of the advertisers who wish to reach Montreal's representative people.

Which accounts for its "Advertising Pull" and its ability to give results.

"The Only English Morning Paper in Montreal"

must tell the people—the customers about them—by advertising. Otherwise, the people will pass him by, because they do not know his goods.

And so the publisher must display his wares—his advertising. He must attach to it those little descriptive cards, which the merchant uses to attract the shopper in the store. He must talk about his advertising as the merchant and manufacturer talk about their goods. He must awaken not only interest and confidence—but enthusiasm—among his readers over the advertising which appears in his paper, and the advantage from the readers' standpoint of reading and buying from it.

Many publishers of Canadian dailies are doing this. The effects are being traced in the increased business they secure. The field of endeavor is wider, and publishers should develop it even more than at present.

Before You Start Out Shopping, Madam,
read the store advertisements, unless, of course, you want to spend half your shopping time running about from store to store looking for what you need——
Unless you are not anxious to save by purchasing where they are selling cheapest——
Unless you are not—as most women are—anxious to know what is new and in style.
Every day the store advertisements have news for you. Read them—carefully—to-day—and every day. You will find the store ads, among the most interesting and profitable of the day's news.
All the Advertising Which is "Worth While" Appears in The Ottawa Free Press

RETAIL ADVERTISING OF LADIES' READY-TO-WEAR

By H. T. MacDonald, Advertising Manager, Fairweathers Limited.

THE ready-to-wear business could not have dominated the world of dress without the perfection it has attained; it could not have developed as it has without the support afforded by the public, who found out all about its progress and development through the only force that could possibly have converted them, and they responded. That force was undoubtedly **Persistent** and **Intelligent Advertising.**

BIRTH OF MODERN RETAIL ADVERTISING

"Modern retail advertising" and the modern departmental store had their beginning about the same time, some twenty-five years ago, and Philadelphia is credited as being the place of their birth. Each was practically the product of the other.

It was difficult at that time for the public to understand how a number of separate businesses could be combined under one head. To show the public how the grouping meant economy to the customer, the departmental store just had to start an educational campaign. Of course, there was

Detailed Sworn Statement

OF

Manitoba Daily Free Press

Winnipeg, Canada

FOR THE YEAR ENDING DECEMBER 31st, 1911

Showing the actual number of copies of the paper circulated each issue during the year 1911. These figures are net, no unsold, returned, left over, file or sample copies having been included.

DAY	JAN.	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
1	S	49,565	50,831	55,870	51,597	52,268	55,020	54,057	57,091	S	56,220	58,453
2	47,701	49,970	56,795	S	51,536	52,192	S	54,367	62,172	55,764	55,834	62,842
3	49,617	49,637	50,779	51,022	51,489	57,067	53,852	54,145	S	55,308	57,219	S
4	49,726	54,611	55,363	51,079	51,407	S	53,348	54,971	53,833	55,819	67,268	56,720
5	49,834	S	S	51,140	51,567	52,385	53,857	60,288	57,352	56,071	S	56,450
6	49,623	50,283	50,838	51,170	56,410	52,083	53,670	S	56,230	57,126	56,067	56,345
7	54,529	50,074	51,007	51,051	S	52,225	54,666	54,875	56,679	61,381	55,760	56,551
8	S	50,396	50,943	56,051	51,633	51,600	59,153	54,370	57,464	S	55,587	62,154
9	50,141	50,428	50,789	S	51,758	52,644	S	54,667	62,017	56,283	55,470	64,024
10	49,509	50,368	51,120	51,321	51,562	56,969	54,140	54,753	S	56,078	56,630	S
11	49,907	55,193	56,289	51,318	51,212	S	53,662	55,759	56,551	55,980	60,870	56,768
12	49,805	S	S	51,461	51,962	52,626	53,352	60,817	55,968	56,010	S	56,264
13	49,885	50,840	51,315	50,464	56,925	52,385	53,739	S	55,857	57,355	55,508	56,495
14	54,973	50,874	50,952	49,184	S	52,442	54,336	52,519	55,584	61,991	55,298	56,147
15	S	51,062	50,985	56,000	52,129	52,455	58,432	55,486	57,125	S	55,532	57,715
16	50,355	50,871	51,200	S	52,011	52,638	S	55,296	62,328	56,557	55,534	62,593
17	50,240	50,827	51,144	51,716	52,100	57,492	53,769	55,320	S	56,551	57,541	S
18	50,363	55,729	56,231	51,972	52,482	S	53,801	56,448	55,403	56,362	61,660	55,788
19	50,159	S	S	51,428	52,259	52,688	54,018	60,745	55,767	56,007	S	55,717
20	50,069	50,853	51,562	51,645	57,139	52,352	53,840	S	55,868	57,593	55,878	55,688
21	55,021	50,831	51,371	51,754	S	52,389	54,586	55,685	63,312	62,361	55,568	55,548
22	S	50,841	51,195	56,817	52,306	50,616	60,036	55,560	63,860	S	55,770	57,638
23	50,680	50,782	51,115	S	52,414	53,506	S	56,014	63,283	56,439	55,679	62,870
24	50,521	50,635	50,935	51,616	50,255	57,428	54,309	55,857	S	56,610	57,475	S
25	50,464	55,794	55,724	51,361	52,484	S	53,885	57,977	56,324	56,274	62,067	53,340
26	50,116	S	S	51,281	52,054	52,926	54,090	61,292	55,972	56,445	S	55,861
27	50,152	50,528	50,760	51,145	56,938	52,720	53,830	S	55,491	57,751	56,012	55,848
28	54,800	50,745	50,718	51,219	S	52,928	54,780	56,440	55,132	62,671	55,807	55,354
29	S		50,867	56,273	52,465	52,801	59,397	56,090	57,877	S	55,841	56,973
30	50,105		50,898	S	52,384	52,981	S	56,306	62,687	54,060	56,085	61,634
31	50,076		50,613		52,668		54,330	56,174		56,174		S
	1,318,371	1,231,737	1,396,339	1,305,358	1,421,146	1,382,806	1,425,898	1,516,278	1,507,227	1,487,521	1,484,180	1,501,780

Monthly Totals	Daily Average
January 1,318,371	January 50.707
February 1,231,737	February 51,322
March 1,396,339	March 51,716
April 1,305,358	April 52,214
May 1,421,146	May 52,635
June 1,382,806	June 53,185
July 1,425,898	July 54,842
August 1,516,278	August 56,158
September 1,507,227	September 57,970
October 1,487,521	October 57,212
November 1,484,180	November 57,084
December 1,501,780	December 57,761
16,978,641	

Grand Total of copies circulated during the year after deducting all unsold, returned, left over, file and sample copies .....

The Grand Total, when divided by 312, which is the actual number of issues during the year, shows the average number of copies circulated per issue, after deducting all unsold, returned, left over, file and sample copies, to have been **54,419**

FREE PRESS CIRCULATION

Record of 10 Years' Growth

AVERAGE DAILY CIRCULATION

1901	13,862
1902	15,311
1903	18,824
1904	25,693
1905	30,018
1906	34,559
1907	36,852
1908*	37,095
1909	40,890
1910	46,181
1911	54,419

*In October, 1908, the Free Press adopted the policy of deducting all unsold and file copies when presenting its figures of circulation.

I, JAMES WILSON MILLER, of the City of Winnipeg, in the Province of Manitoba, Circulation Manager of the Manitoba Free Press Company, and in charge of the Circulation Department, do solemnly declare that, after deducting all unsold, returned, left over, file and sample copies, the average NET circulation of the MANITOBA DAILY FREE PRESS for the year 1911 was 54,419 copies per day, and that the figures in regard to circulation in the table here given are true and correct.

And I make this solemn declaration conscientiously believing it to be true, and knowing that it is of the same force and effect as if made under oath and by virtue of the "Canada Evidence Act."

Declared before me, at the City of Winnipeg, in the Province of Manitoba, this 23rd day of January 1912.

SEAL

HORACE ORMOND,
Notary Public in and for the Province of Manitoba.

J. W. MILLER,
Circulation Manager.

EDGAR J. GUY, Canada Life Building, **TORONTO**,
Eastern Canada Representative

retail advertising long before that, but it was mostly of the spasmodic, aimless variety with general claims as the principal style of appeal.

THE CHART

In my endeavor to portray in a graphic manner just how advertising is interwoven into the very fabric of the modern retail business, I have prepared the chart, shown on page 28. Indeed, with certain alterations the chart might fit almost any business. It is intended to help give a clearer idea of the many correlated factors affecting the proper appeal to the public, and suggests how to deal with them in these relations one to the other.

Starting at the bottom and explaining our way up through the chart, the course of the dotted line referring to "bombastic" or fake advertising, should be noted. And in order that more space can be given to the importance of legitimate advertising, the side will not be further commented on.

PSYCHOLOGY

Were one planning the advertising department for any business, it would be found that psychology has much to do with getting the right policy of advertising.

Psychology has to do with habit. Habit-forming in the public is but one of a hundred ways in which the study of psychology helps advertising to build up a business.

Helpful suggestion is another helpful psychological feature. The study of psychology helps you form a policy to fit your customers. The method of appeal depends upon the class of trade you seek to cultivate. An ad. should not say anything that the proprietor would not say to the customer's face.

METHODS OF APPEAL

If the merchant decides he is to appeal to the public at large, he adopts the "colloquial" style of appeal—a direct heart to heart talk understandable by the least versed of his public. He will make the display, pictures and argument, as strong as truth will allow.

On the other hand, the retail merchant who seeks to win the high-class trade of the wealthy, adopts a more conservative attitude.

THE APPROPRIATION

Of course, all roads lead to the appropriation. What is the percentage of sales to spend in advertising? Obviously, just enough to make the profits and not waste money. It must be arrived at by experiment; circumstances alter cases. In the retail business the percentage runs anywhere from one to six per cent.

FACTORS OF APPEAL

The central section of the chart deals with the forces that appeal to the customer while she is reading the ad. and coming under its influences. It is seen that the appeal has three main factors—the goods, the store, and the ad. itself.

STYLE

In regular season, the first thing your customer wants to know

THE ONLY MEDIUM THAT COVERS THE FIELD IN CANADA

¶ Here is an announcement that is of vital interest to every Canadian. It marks a great forward stride in the elevation of Canadian magazine standards and in Canadian newspaper enterprise.

CANADA'S GREATEST DAILY NEWSPAPERS

The Vancouver Province.	The Toronto Weekly Star.
The Winnipeg Telegram.	The Montreal Gazette.
The London Free Press.	The St. John Telegraph.
The Hamilton Spectator.	The Halifax Herald.

announce herewith the publication of a

MONTHLY MAGAZINE SECTION

as a part of their regular Saturday papers, to be issued by each paper on the second Saturday of every month, beginning with April 13th, 1912.

¶ It is scarcely necessary for the above newspapers to assure the public that their respective Magazine Sections will maintain a high standard of QUALITY. Many months have been spent in planning for this, and the result will be an educational factor that will be welcomed everywhere.

¶ Among the contributors already engaged are: Rudyard Kipling, Sir Gilbert Parker, Charles G. D. Roberts, Rex Beach, Jack London, James Hopper, Sir A. Conan Doyle, Arthur Stringer and many other famous writers. Their contributions will be exclusive and original.

¶ Among the artists are: Harrison Fisher, Howard Chandler Christie, Charles Dana Gibson, J. N. Marchand, Albert Sterner, W. T. Smedley and many others, whose reputations guarantee high-class work.

CANADA STORY

General Managers for

Traders Bank Building

680 agate lines to page. 170 agate lines to column. Length of column 12¼ ins. Width of

OVER 200,000 BONA FIDE CIRCULATION IN CANADA

¶ To the Canadian advertiser the importance of this announcement must be at once apparent.

¶ **The Monthly Magazine Sections** of Canada's eight leading dailies start with a combined circulation of over 200,000 copies with the first issue

¶ From Halifax to Vancouver the territory is entirely covered, without overlapping.

¶ Every issue will reach **over a million readers** in the populated centres where the buying public congregates.

¶ This means **newspaper concentration** with **magazine life,** and affords an advertising medium which bars competition in effectiveness—a permanent feature, backed by Canadian enterprise and therefore representing permanent leadership.

¶ We are pleased to offer space in the first great number of the **Monthly Magazine Section,** published by the above papers and tremendously advertised in advance. Also in succeeding numbers.

¶ The rate is $1.00 per agate line. Back covers, in two colors, $800.

¶ To avail yourself of this extraordinary opportunity, copy and instructions must be in our hands not later than March 1st for the first issue.

PRESS, Limited

Monthly Magazine

\- TORONTO

page 9½ ins. Width of column 2¼ ins. The right to decline any advertisment reserved.

Connor-Ruddy Company

CHANGES ITS NAME

Announcement is made that the company heretofore known as the Connor-Ruddy Co., Limited, will now be designated as

E. L. Ruddy Co.

Limited

The change in name does not signify any change whatever in the ownership of the company or the personnel of its management and staff. The Ruddy guarantee of good service will continue.

Look for the New Imprint on the Outdoor Displays you pass

E.L.RUDDY CO LIMITED

(Formerly Connor-Ruddy Co., Limited)

HEAD OFFICE

11 EAST WELLINGTON ST., TORONTO

Branches—Montreal, Winnipeg, St. John

about is the style. Without correct style she does not want the garment at any price. Style creates desire and sells goods. If garments are to appeal to the wealthy, the goods must have exclusive style and individuality, as well as correctness. Of course, the garment must fit. Next in order of importance comes quality, to preserve beauty and freshness in a garment.

PRICE

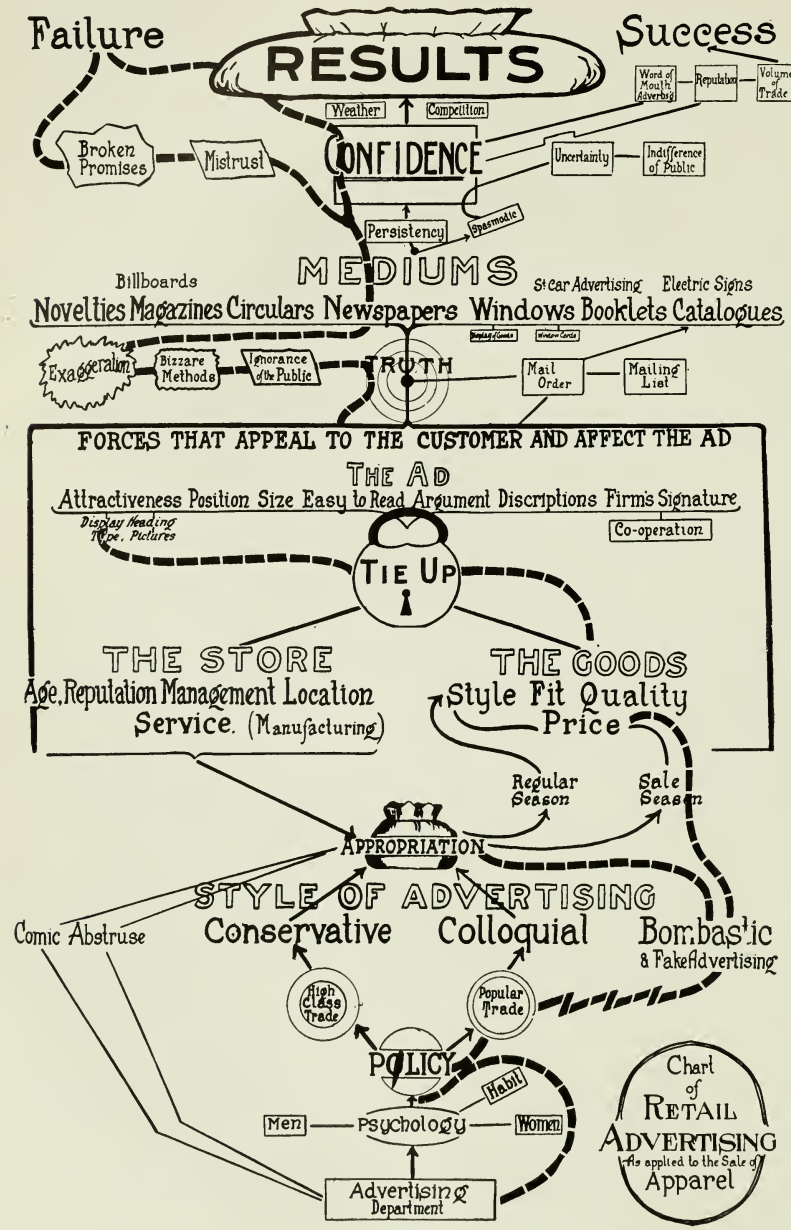
Then comes price to close the transaction. This is where many ads. go wrong. Price is not the only thing that interests the public. Much as has been said as to the value of "comparative prices," I think the question narrows down to this, if your word in your ads. is known to be as good as your bond, comparative prices will be taken at their full face value.

The merchant who fails to get the right viewpoint is apt to think in merely so much goods and so much profits, easily falling into the error of overdoing the economy appeal. Get the lady's' view point. She wants not merely merchandise at a price. She is seeking STYLE all the while. She has to live with the garment. It will be part of her being. Why then obscure her vision and put a screen, as it were, between her and the goods, by shouting "Price! Price! Price!" If you educate her to prices first, your prices may have to dwindle. Some people have been even educated in this wrong way to the extent that they will ask the salesmen how long they have to wait until the garment is reduced in price. First, arouse desire, then talk price, and complete the appeal with the price. Always mention prices.

As Light as Light can be.
Light scones and cakes are assured by simply mixing 1 part of "Paisley Flour" to 8 parts of ordinary flour before adding the other ingredients.
Housewives can in this way provide wholesome freshly baked breakfast scones, little dinner loaves, fancy bread for tea, and cakes, scones and buns for the family, with little trouble, and at little cost.
"PAISLEY (Trade Mark) FLOUR"
The SURE raising powder
is made by Brown & Polson, and sold in 7d., 3½d., and 1d. packets, with splendid recipes.

Strong display and good-selling copy

In sale time it is different.


Failure
RESULTS
Success
Word of Mouth Advertising
Reputation
Volume of Trade
Weather
Competition
Broken Promises
Mistrust
CONFIDENCE
Uncertainty
Indifference of Public
Persistency
Spasmodic
MEDIUMS
Billboards
Street Advertising
Electric Signs
Novelties Magazines Circulars Newspapers Windows Booklets Catalogues
Exaggeration
Bizzare Methods
Ignorance of the Public
TRUTH
Mail Order
Mailing List
FORCES THAT APPEAL TO THE CUSTOMER AND AFFECT THE AD
THE AD
Attractiveness Position Size Easy to Read Argument Discriptions Firm's Signature
Display Heading Type, Pictures
Co-operation
TIE UP
THE STORE
Age, Reputation Management Location Service. (Manufacturing)
THE GOODS
Style Fit Quality Price
Regular Season
Sale Season
APPROPRIATION
STYLE OF ADVERTISING
Comic Abstruse
Conservative
Colloquial
Bombastic & Fake Advertising
High Class Trade
Popular Trade
POLICY
Habit
Men
Psychology
Women
Advertising Department
Chart of RETAIL ADVERTISING As applied to the Sale of Apparel

You have been talking style and creating desire all season. Now price may come first in the appeal. Then follow the reminders of style, fit and quality in proper order of importance.

THE APPEAL OF THE STORE

You meet Madame in the store. Suppose just for a moment that one could make so bold as to ask her to analyze her thoughts when she was reading your ad. After she owns up to its effect in causing her to come, she will, on reflection, probably admit her final decision would be influenced also by the age or the reputation of the store; by the management, whom perhaps she knows favorably; by the handy location of the store, or by the pleasing and helpful service she gets. But mark you, it was the ad. which brought these factors to her mind, and but for which she might not have responded. You see the ad. connects both the store and the goods. Service means attentive salespeople who assist rather than try to force the customer in making her decision. Service also means getting the new styles first and providing good assortments. Service means everything that makes a customer feel at home and that brings her back again and again. Service makes friends. It will be seen that in retail advertising the talking points of an ad. are not necessarily all in the goods.

STORE AFFECTS APPROPRIATION

In the chart you see a line running from store to appropriation. All the features of the store which help the shopper and make her a habitual customer affect the appropriation favorably.

When a store's reputation is such by virtue of square dealing and truthful advertising that everybody knows its word is as good as its bond, it need spend but a portion of what its less fortunate competitor may have to spend for the purpose of trying to win over the public and build up a good reputation.

THE APPEAL OF THE AD. ITSELF

The next factor of appeal refers to the ad. itself. The technique of the ad. resolves itself into a question of how to make the printed appeal attract attention in competition with other ads.; hold attention by common sense arguments that apply directly to the advantages of the goods sold by the advertiser. In retail advertising, quickly read, where it is so easy for a customer to glide from one retail store to another, it is well to have a distinctive style of a display that to the customer's flitting eye will be yours at a glance. Customers are known to come into one store asking for goods advertised by another store. That shows you what the padlock in the Chart means.

"Tie-up" is the weak spot in many an appeal. Many ads. could sell goods over a competitor's name plate just as well as the advertiser's, all for want of showing the customer why she should desire to buy from the advertiser, rather than from anybody else.

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1911, 2,347,656

Weekly Average, 45,135

Hamilton Newspaper Union
Hamilton, Canada

THE

Homestead

ESTABLISHED JANUARY, 1908
Published in Edmonton, Alberta

THE only agricultural weekly in Canada published west of Winnipeg. Twenty-four pages of live matter every week.

The Homestead has a paid in advance circulation in excess of 8,000 among the farmers in northern Alberta and northern Saskatchewan. It carries no delinquents.

The greatest agricultural development in Canada is now in progress in those sections where **The Homestead** has the largest circulation. **The Homestead** is following the wave of humanity now rolling west and north. It reaches those farmers who are outfitting and home-making.

Advertising rates on application

SUBSCRIPTION
$1.00 PER YEAR IN ADVANCE

Address all inquiries to

THE HOMESTEAD
Suite 7, Merchants Bank Chambers
Edmonton - Alberta

From what has been said about reputation building. it must be obvious why in this Chart every thread is concentrated through the Bull's eye of Truth. You can't win lasting confidence and reputation with a "Magpie" or an "Inner."

PERSISTENT OR SPASMODIC ADVERTISING—WHICH?

It is but one thing to build up public confidence and another thing to keep it. Hence the cross roads in the Chart. Persistent everyday advertising, building up cumulative results, making a deeper and deeper dent on the customer's mind every day, is the direct road to success through the largest measure of public confidence, leading directly to results. The road of "Fits and Starts" leads to uncertainty and public indifference and here is where many a merchant with everything in his favor fails to make advertising bring the best results.

BY-PRODUCTS OF RESULTS

We all know what the weather and competition mean to the advertiser. The by-products of confidence and big results, properly won, as you notice by the Chart, are volume of trade, reputation, the pleased customer's word of mouth advertising, and other factors of the business being favorable—SUCCESS.

The courses of the bombastic, comic, and abstruse styles of appeal as shown by the Chart, do not lead us where we want to go. They always manage, however, to get as far as the appropriation.

PROGRESS IN THE WEST

By Chas. F. Roland, Industrial Commissioner of the City of Winnipeg

The progress of the whole of Canada is linked up in a greater or less degree with the prosperity of the West. This is no platitude. The East is still the great manufacturing district, and the West is certainly its best customer for clothes, boots, building materials and the thousand and one articles that go to make a comfortable home possible.

A few facts and figures from one in the closest touch with conditions out West cannot fail to interest our readers.

JUST as each year in the past has eclipsed those that went before 1911 has made records of growth and development along all lines of agriculture, industry and trade in Winnipeg and Western Canada. City and country have both shared equally in the growth that has made such very substantial progress. The farms of Western Canada have produced this year by far the largest crops in the country's history. Manitoba alone has yielded 61,058,786 bushels of wheat, 73,786,683 bushels of oats, and 29,000,000 bushels of barley, while the yield for the three provinces, including Saskatchewan and Alberta, is computed to be not less than 177,000,000 bushels of wheat, 182,000,000 bushels of oats, 34,000,000 bushels of barley, and

Figures Talk

In 1907 the circulation of the Herald was **3940**
1908 - - - - - - - - - - - - - **4787**
1909 - - - - - - - - - - - - - **6185**
1910 - - - - - - - - - - - - - **9616**
1911 - - - - - - - - - - - - - **13227**
The Herald is now printing - - **15500 Daily**
Showing a net increase of **235%** in five years
Are you represented in The Herald columns?
Sworn circulation statement issued each month.
Write us for full information, rates, etc.

The Herald Publishing Co., Ltd.

CALGARY, CANADA

Edgar J. Guy, Eastern Representative, 61 Canada Life Bldg., King St. W., Toronto

NORTHERN ONTARIO is the most attractive market in Canada for almost all kinds of manufactured goods. The supplies used amount to over $10,000,000 annually. Tremendous development is promised for Northern Ontario during 1912, and it will pay to advertise extensively in this field.

The Cobalt Nugget

is the only daily newspaper in Northern Ontario. It has a circulation of 4,000 copies daily, and covers the entire district served by the T. & N. O. Railway.

Advertising Rates on Application

THE COBALT DAILY NUGGET, LIMITED
COBALT, ONTARIO

6,000,000 bushels of flax. The purchasing power in money when the 1911 crop is all marketed, gives the enormous cash value to the country of approximately $260,000,000.

With an increase in 1911 of $217,000,000 in Winnipeg Bank clearings, it places this city at the head of all financial centres on the continent in increased percentage of clearings over 1910. The total bank clearings for the year 1910 amounting to $1,170,000,000, has placed Winnipeg for the first time in the billion dollar class of cities.

Another gratifying feature is the rapid development of agricultural lands in three prairie provinces. This immigration movement into Canada (which means largely Western Canada) has advanced very rapidly in the past five years. In 1907, 262,469 persons came in from all sources. The next year 146,908 came; in 1909, 208,794 immigrants arrived, and 1910 brought 311,094, and in 1911 the figures show 350,420 settlers, all of whom have come with the avowed intention of taking up their permanent residence with us.

In course of the building up of the population of the West, there has been a most rapid development in the building trades, as much as $70,000,000 going into new buildings in the ten chief cities west of the Great Lakes during 1911.

During 1911, 1,596 miles of new railway were completed in Western Canada, 203 new towns were started in the three prairie provinces. The building of these railway towns naturally causes a demand for Western banking facilities, and in this connection 67 new branch banks have been added to the 647 institutions that were operating at the close of 1910.

The outlook for general business for the season of 1912 is bright, not only for Winnipeg, but in the whole of the four Western Provinces. With the combined forces of such far-reaching advertising campaigns as are outlined by the Dominion Government, the big railway corporations, the provincial governments, cities, towns and districts, all working for population, industry and capital, it is sure to result in a great influx of population and capital. Agriculture and industry will move forward together in 1912.

The wealth of Western Canada's partially developed natural resources is yet untold. With only 10% of the vast stretches of fertile land under crop, with lumber and mineral resources merely surface touched, with millions of acres of free land and other millions of acres of cheap land, Western Canada is bound to have first place among the countries of the world as a place in which people may come and settle and make for themselves a home and business equal to their ability, capacity and capital invested.

WANTED—Advertising Solicitor for paper in town of 50,000. Reply, stating experienec, reference and wages expected, to Box 103,
c/o Economic Advertising

Results for YOU

When you use a newspaper as an advertising medium, you want results for yourself. YOU'RE the man who pays the bill and YOU'RE the man who should pocket the profit.

Statements relating to the increase in the amount of advertising carried during such a period are gratifying to the paper's advertising manager, because they prove to him that he has a good staff of solicitors, but they don't show YOU that YOU'RE going to cash in.

NEW business is no proof of a paper's value. It's the old advertiser's business which appears year after year that shows the paper is making good.

LA PRESSE is used constantly by the largest Canadian, British and United States firms because it pays THEM. These advertisers demand RESULTS, and they stick to LA PRESSE because they get them.

Every department store in Montreal uses La PRESSE—some of them exclusively—to reach the French citizens of Montreal and suburbs, and other cities and towns in the Province of Quebec, where French is spoken. Department stores are not charitable institutions. They use LA PRESSE because they want the French-Canadian patronage and LA PRESSE brings it to them.

LA PRESSE WILL BRING YOU RESULTS. NOT BECAUSE WE SAY SO, BUT BECAUSE IT'S DOING SO NOW FOR OTHERS IN YOUR LINE OF BUSINESS.

LA PRESSE has the largest circulation of ANY Canadian daily and it also has a larger distribution in Montreal and suburbs than any other French paper has in all Canada.

Sworn Daily Average for Year 1911, Over 100,000

YOU need the trade of the French-Canadians because they number over one-quarter of the Dominion's total population and you CAN'T get it without using LA PRESSE.

WHEN THESE FACTS HAVE SUNK IN, WRITE US AND WE'LL BE GLAD TO GIVE YOU MORE INFORMATION.

LA PRESSE (weekly) is the great agricultural medium of the French-Canadian farmers, circulation 45,000.

LA PRESSE

MONTREAL CANADA

Ontario and Western Canada Salaried Representative, HENRY W. KING, Telephone Bldg., 76 Adelaide St. W., TORONTO, ONT.

SYSTEM IN WRITING A FORM LETTER

By Arthur Bernard Freeman, Manager Nichols-Finn Advertising Company.

THERE is a certain school of advertising men who insist that the writing of an advertisement or an advertising letter can never be reduced to science or system.

There is another branch of the profession which equally insists that the time is not far distant when a man can easily write a good pulling advertisement or form letter by closely following a series of mapped-out rules and regulations.

A common sense consideration of the proposition seems to indicate that each school is both right and wrong.

There never will be two advertisements or form letters written exactly alike by different men, though each may follow the identical methods of the other.

Two doctors never perform a similar operation in the same manner, nor do different lawyers handle a similar case in anywhere near the same way. Man's work must show his own individuality and his own personality.

But, at the same time, the doctor, the lawyer and the other professional man follow certain fixed and fundamental laws, rules and systems, and it is in proportion to the extent that each follows the system that his particular success will be. And it is surprising how few these fundamental rules really are.

A study of good form letters indicates that those which win have followed to some appreciable extent the few basic principles herein explained.

ANALYSIS OF AUDIENCE

Nine-tenths of the failures of sales letters can be traced to the error of not at first understanding the class of persons to whom the letter is addressed.

A letter destined to sell automobiles to physicians requires altogether different treatment from one on the same subject to real estate men, even though the appeal in this particular case may be the same.

Thousands of letters are wasted daily because the sender failed to divide his lists into carefully selected classes, though system in a mailing list is the most important point of all.

Lists should be divided into as many classes as possible, consistent with the proposition and the amount of money the sender can afford to spend on printing separate letters.

A list of 10,000 home owners divided into five classes and special letters written to each class, each based on certain experiences reasonably attributable to the different classes, will show very much better results than one general letter to all, or even two.

The scientific letter-writer who follows a "system" writes different letters to men and women,

young people and elderly people; he distinguishes between trades and professions, between club or lodge members and non-members, and similarly down the line.

Of course, such information is not always obtainable, but it is surprising how much you can find out about a mailing list if you begin to study and then to systematize the names.

FINDING THE POINT OF CONTACT

The average reader is a great deal more interested in himself and his own condition than he is in your proposition—at least at the outset.

Consider his mind merely as a storehouse of his experience and certain reflections which he has made by comparing one experience with the other.

If you know something about his experiences you can get a pretty fair line on what he thinks about and what he is interested in. If you know a whole lot about his experiences you have an almost unfailing means to sell him your proposition provided he has any reasonable need for it and can actually afford to buy it, and you follow the rules accurately.

Having classified your names into certain groups it is an easy matter to attribute correctly certain experiences to each group.

For instance, doctors as a class know a great deal about foods, about weather conditions, about climate, about the waywardness of men, about athletics—you can mention a dozen more experiences common to a doctor. Of course, there will always be exceptions, but pick out experiences reasonably common to the large majority.

Rich men as a class are very familiar with automobiles, stocks, bonds, financial problems, travel in Europe, golf, politics, etc. Some more than others, but pick a large, representative group of well-to-do men and you can easily imagine a subject in which the greater portion are keenly interested.

This is true of all classes of people and all individuals. A mailing list reduced to classes and certain plausible experiences attributable to each class is a much more valuable asset than merely a number of names and addresses, as we shall see.

The point of contact lies somewhere between an interesting and pleasurable experience of the man to whom the letter is addressed and your particular proposition.

If you can, by the choice of good common-sense English, connect such an experience of the reader with your proposition in the first few sentences of your letter, you will get favorable attention as it cannot be secured any other way.

Letters with jokes, letters that take your mind entirely off the matter in hand and "smart letters" sometimes win out, but they do so in spite of the absence of the "point of contact."

It has been said that "Everything in the universe is in some way related to everything else." A moment's reflection will convince you of the truth of this assertion. It is actually possible

to trace some sort of a relationship between any two objects, names, thoughts, men, etc., that exist.

SECURING FAVORABLE ATTENTION

Having classified your list into certain clearly defined groups, having studied each group to ascertain the common experiences of each and having made an exhaustive study of your own proposition in an effort to find relations between your own goods and the common experiences of your prospects, you are now ready to write a form letter or an advertisement.

Choose an experience which you have reason to believe is foremost among those of the reader of your letter. Physicians are familiar with weather conditions, climates, athletics, etc., but they are more vitally interested in foods, the mixture of chemicals, etc., besides those things which most of us are interested in more or less—preserving our own health, making money, building reputations, and so on.

Having found a strong relation between some pleasurable experience of the reader and your proposition, write your opening sentence in a way to remind the reader of such an experience and in the same breath show how your proposition can enhance that experience, repeat it or strengthen it.

Suppose you are writing an insurance letter to a class of prosperous business men selected from your lists, having refined this list down to distinguishing between fathers and others. We have before us now a group of well-to-do business men who have children.

What experiences are common to such men? We might pick, as an example, the fact that every business man who is a father is vitally interested in education. He realizes its importance in his own business, and he anticipates the need for it among his own children. The chances are he has thought a whole lot about education, has discussed it with others and is ambitious that his children should be educated.

AN EXAMPLE

This is a crude example but it explains the point. We repeat, there are always exceptions, but out of 5,000 names of well-to-do business men who had children, it is reasonable to assume that if you could show a relation between education and your proposition you have a splendid entree into their favorable attention.

We are selling insurance. We might begin after this fashion:

Dear Mr. Smith:

Just a little while ago you were doing some pretty serious thinking about the education of that boy—that girl—of yours.

It is a question of vital importance to you. You realize that the right kind of an education is the biggest gift which it is within your power to bestow.

And the plans you are making are fine, if you live to carry them out. But suppose your family were suddenly called upon to face the world without you?

Let's look things square in the face.

What would happen then?
(Then state your proposition).

The opening sentences of this letter, as of any other letter, immediately stimulate the reader's thoughts along lines which he compares with his own experiences.

As a man reads this letter there run through his mind in a flash all the experiences which he has recently had that have a bearing on his child's education. The little one might be ill, or he might have been looking at its likeness on his desk. These and other recent experiences relating to his child would be stimulated into memory by the letter's suggestion.

Having started the reader's thought in this fortunate direction, he is eager to know more that may have a bearing on his interest. And he approaches your proposition with a favorable, appreciative and pleasant state of mind.

This is the secret of a form letter that is read. Once capture the favorable attention and you can be reasonably sure of skipping the waste basket. The crucial test is the reader's attitude of mind when he has read your first few lines.

THE OTHER QUARTER

Securing favorable attention is three-fourths of a letter or an advertisement. The other fourth is vital, but it is useless until the first three are in good working order.

Having stated your proposition and shown a strong relation between it and the experiences (or needs—which amount to the same thing) of the reader, you must support the assertion in order to make it thoroughly convincing.

It is not enough that you say the Whizz Automobile is the most logical machine to buy, but you must support that argument. And careful study has shown that every real or imaginary support of an argument can be reduced to a division of four, viz.: Re-statement, General Illustration, Specific Instance and Testimony.

We say, "America produced great men." And then we support the assertion with these four forms:

Restatement: "America has been the birthplace, the school and the refuge of some of the greatest men that history's page shall ever record." (We have restated—said the same thing in another way to give it force.)

General Illustration: "America gave the world great statesmen and peacemakers, great soldiers, great scholars, great scientists and educators."

Specific Instance: "She gave the world a Lincoln, a Washington, an Emerson—and what nation has not felt the influence of the great works of Benjamin Franklin?"

Testimony: "Ridpath says that 'when the history of America's great is laid side by side with that of ancient Rome or Greece, the land of the free might well be proud of her illustrious sons.'" (Testimonials come under this head.)

APPLYING THE METHOD

Now then, we support in the same way your assertion that the Whizz Automobile is the most logical machine to buy:

Restatement: "The Whizz Automobile is the one car which represents the logical happy medium between the cheap car and the fancy-priced car."

General Illustration: "The Whizz has demonstrated again and again its superiority of power over cars worth twice its price."

Specific Instance: "At Dead Horse Hill a 30-horse power Whizz stock model led a field of cars in which every car was priced $1000 higher and one was marked twice the price—$6000."

Testimony: "President Scott of the Hydraulic Machinery Company says: 'I consider my Whizz car, which I have driven 10,000 miles, the most powerful motor at its weight and price in the world."

No matter what you might say in favor of your goods it can be classified under these four heads, and if all your arguments are thus systematized to prevent arguing in a circle or repeating too much and placed in the order mentioned, you can make your point with the least possible waste or resistance.

THE "COME-ALONG"

It is ridiculous to decide on a particular length of letter. Letters ten pages long have paid out big, and letters of two lines each have done great work. The rule is to say only those things essential to the success of the sale and then stop

Most letters are too long because the writer has failed to systematize his sales arguments as outlined above and keeps on repeating and going over the same ground until the reader is tired and quits.

But having made your point, your letter must end with a forceful appeal to the will, referring back to the point of contact in the first few lines. At the start you showed how vital your proposition was to the particular experience used as an illustration. At the end you show how vital it is to "act" toward connecting your proposition with that particular experience.

In the insurance letter used as an example you pointed out how insurance may decide the future education and the future fate of the reader's child. At the end you show how vital action is, lest sudden death or some other obstacle may intervene and prevent a proper union of your proposition and the reader's wants.

The incentive to "do" is always strong. The more like a command you can make it, without being impertinent the stronger it will be. "Do it now" and "Get busy" have both earned their right to perpetuity, a hundred times over.

This, then, is the "come-along." To repeat the connection between the reader's need and your proposition, to show the necessity for action so that both may unite, and to close with a forceful, quick "command" to put the suggestion into action.—*Advertising and Selling.*

TORONTO AD. CLUB

A RECORD attendance of over one hundred members gathered at the weekly luncheon on Jan. 9, when Austin A. Briggs, of the Dunlop Tire Company, gave an interesting talk on "Dishonest Advertising."

The speaker considered that unreliable advertising of a product was equally as dangerous and harmful as purely fake advertising, which was fortunately less noticeable nowadays than formerly. And unreliable advertising, in many instances, was grossly unfair to competing firms who were trying to do business on a straight basis.

In some instances the agencies had been to blame, especially those in the States, because they had persuaded the advertiser to put a scoop on the public. The public, however, were the chief sufferers from dishonest advertising, and there was no final test of fraud and unreliability until the public became proof against deception.

The Ad. Clubs were doing good work in getting after those advertisers whose fakes were barefaced. But the speaker thought that the Ad. Clubs might leave the barefaced fakirs to the law, and get after those advertisers who were sailing close to the wind, who were just round the corner of honesty.

A significant move was recently made in the States by more than one firm, who were including a phrase in every one of their ads. guaranteeing that their advertising was absolutely true.

A large muster of members welcomed Fred. E. Johnston, president of the Dallas Ad. Club, at the Club Rooms on Jan. 12, and listened to a very instructive talk on what Texas proposes to do at the forthcoming convention next May.

A most entertaining musical programme had been arranged, P. Redfern Hollingshead, Canada's most promising tenor, in particular delighting the members with a number of selections. We understand that Mr. Hollingshead will sing before M. Albert Cler-Jeanotte, director-general of the Montreal Opera Company, when they come here in February. Messrs Jules Brazil, Kent and Hannon also contributed acceptable items and an orchestra enlivened the dinner.

Messrs. Skane of Chatham, and Parkinson of Ottawa, conveyed the greetings of the advertising fraternity of their respective cities.

Mr. Johnston, in his speech, emphasized the necessity of thorough organization if Toronto is to pull off the convention in 1913, and he outlined the work and play in store for the delegates at Dallas in May.

He assured the club that a job had been found for every member of the Texas Clubs, who were willingly giving their services to make the convention a bumper success.

The business men of Texas have contributed liberally to the expenses of the entertainment, and a record gathering is anticipated.

C. H. Ashley, of *Saturday Night*, at very short notice filled H. T. McDonald's place as speaker at the weekly luncheon of Jan. 16, in a most acceptable manner, and spoke on the "Relation of the Seller and Buyer in Advertising."

The talk was illustrated by a number of personal experiences, that drove home the points made in a very convincing manner.

The speaker asserted that the study of character was the most profitable occupation for every salesman. The selling of advertising was the same as selling any other commodity—it was just what the salesman made it.

It was only at rare intervals that it was possible to trace direct results from advertising—selling advertising was selling a big bundle of faith.

Successful selling was wrapped up in the successful study of the character of the buyer—the best seller was the man with whom selling was a kind of disease—the man who in matching his intellect against a fellow man lost sight of the dollars and cents end of the proposition.

Very cleverly the speaker analyzed the different kinds of sellers and buyers—the plain canvasser—the man with the specialty proposition—the fellow who was in business merely to get a living—and the salesman whose every word carried conviction.

Among buyers he referred to the icicle man—the man who had to be made hot on some other topic than advertising before the subject could be broached to him, and the hot-headed man, who needed first of all to be cooled off. There was also the cynical buyer who needed a plain common sense argument.

The man who sells advertising is the moulder of the state of mind of his prospect. Selling white space was not enough—the successful man must sell the whole brains of his organization.

The salesman should forget there was any opposition in the field, and above all things never knock a competitor. Every knock was the surest boost in the world.

* * *

The annual meeting of the Toronto Ad. Club was held at the club rooms on Jan. 18 and was largely attended. The secretary gave a review of the Club's history from its inception.

As an indication of the success of the movement, he pointed out that although not a year old, the Toronto Ad. Club has a membership of 233 resident members and 11 non-resident members, making it the fourth largest Club in America. The treasurer, John Blackhall, in his report on the Club's finances, gave further proof of prosperity, his statement showing that the Club is more than paying its way.

The election of officers for the year 1912 was held, with the following elections: President, C. W. McDiarmid (Ryrie Bros.); 1st vice-president, E. L. Ruddy (E. L. Ruddy Co., Limited); 2nd vice president, Controller H. C. Hocken; 3rd vice-president, Adam L. Lewis (R. G. McLean, Limited);

secretary, H.O.Edwards (Canadian General Electric Co. Limited); treasurer, John Blackhall (Dominion Express Co.); Entertainment committee, C. H. Ashley (*Saturday Night*); Membership committee, C. A. Matson (Coca Cola Co.); House committee, Geo. M. Bertram (*Canadian Farm*); Educational committee, A. L. McCredie (*Farmer's Magazine*); Publicity committee, H. M. Tedman (J. J. Gibbons, Limited).

The members pledged themselves to use every effort to secure the 1913 convention of the Associated Ad. Clubs of America for Toronto.

* * *

President George W. Coleman of the Associated Ad. Clubs of America surely must have been gratified with the reception he got at the Toronto Ad. Club Rooms on the evening of February 1st.

His speech was very well received by the large number of members present, and was characterised by humor, earnestness, and forcefulness.

In a most eloquent manner Mr. Coleman emphasized the possibilities of the ad. club movement, and detailed the steps which had been taken by the Associated Clubs to clean out the fraud and fake in advertising, and to make honesty and truthfulness the basis of success.

The speaker said it made him feel at home to find the same alertness, the same Americanism, the same soundness of character and spirit of good fellowship in Canada as in his own land.

Forecasting the work of the future, he outlined the proposed activities at the Dallas Convention, and he described the great philosophy behind the movement, which is moulding life anew on co-operative principles.

Mr. Coleman paid high tribute to the work of his predecessor in office, Sam Dobbs, who had traveled throughout the continent preaching the elimination of the fake and the necessity for truth and honesty in advertising.

The Boston Convention had given the movement a mighty impetus, which had resulted in the drafting of a new law to be put on the statute books of every state and province, to banish fraud and fake from the advertising business.

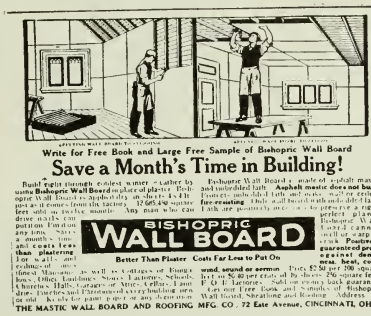
The genius of the age was for co-operation instead of competition —the tendency was to avoid wastefulness and make for conservation. This was found in a change of emphasis from the forces which divide to those which unite.

The immediate need of the future in advertising was to provide for scientific management, and to eliminate waste and extravagance.

The public mind has to be disabused of a prejudice, both just and unjust, against advertising.

President McDiarmid was in the chair, and among those present and seated at the head table were Messrs. James Ryrie, J. S. Willison, Dr. J. A. MacDonald, and Controllers Hocken, McCarthy and Foster.

On January 23rd, H. T. McDonald, of Fairweathers Limited, at the weekly luncheon gave a most instructive talk on retail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BISHOPRIC
WALL BOARD
Better Than Plaster Costs Far Less to Put On
THE MASTIC WALL BOARD AND ROOFING MFG. CO. 72 East Avenue, CINCINNATI, OHIO

Tells the tale forcefully

advertising of ladies' ready-to-wear.

We refrain from commenting further on this very excellent address, as we are reproducing it at some length in another section of this issue.

* * *

N. T. Bowman's address on January 27th dealt with psychology in retail advertising.

Advertisements, he pointed out, to be effective must create an impression on the mind long before the actual sale is made. The impression, however, has nothing to do with the intrinsic value of the goods. The advertisement merely creates a condition of mind that permits the goods to sell themselves.

The speaker's definite psychology as applied to advertising is the giving of such information quickly, pleasantly and truthfully as will lead to a sale.

Of the five senses, sight creates the most lasting impression. Therefore, in the planning of copy, pictures of the goods, illustrations and description have value in the order named.

A woman's sixth sense is her intuition—the faculty of sizing up values—and you can get her to skip the cold reasoning of facts and figures if you appeal to her imagination and her sympathies.

The man who studied psychology and applied some of its simple principles to his advertising would, by creating an unstemmable current of desire for his goods, lift himself above merely transitory considerations, such as price, competition, distance, indifference, and

INSIST on seeing the name "JAP-A-RIC" on the selvage when buying silk. It is our mark of Quality and your Guarantee of Genuineness.
"JAP-A-RIC"
The silk that is Guaranteed SILK

Strong appeal for trade-marked article

he would be master of the minds of his customers—the first step towards the mastering of their purses.

RECENT ADS.—GOOD AND OTHERWISE

By the Captious Critic.

AMONG the motor car catalogues of real merit is one issued by the Chalmers Company of Detroit, for 1912.

The cover design representing a six cylinder car just arriving at the crest of a hill is very cleverly worked out. It is printed in black and white on a buff colored stock. The inside pages are printed on a dull finished cream-

colored stock. The designing throughout is worthy of special mention, large full page lay-outs showing a car in the foreground with suggestive scenic treatments for the backgrounds command attention at once. The machine engravings throughout are good. The text is clear and logical, pointing out what is value in a motor car, and why the Chalmers fills the bill. Collectively it is a fine piece of work and a credit to the producers.

* * *

A good deal of the automobile advertising which has appeared of late in the press is filled with generalities—in fact, in many cases one might easily change the cut, the car name, and the caption, and the same ad. would apply equally well to half a dozen cars.

It goes without saying that copy of this kind has very little selling value, and it is refreshing to notice a Canadian made car coming out strong with an argument that seems to us irrefutable.

Naturally one would expect the American shops with their larger output to be able to produce the finished article at a slightly smaller cost than the Canadian manufacturer, but it is difficult to imagine that the difference in cost of production can be as high as 35 per cent.

We are satisfied there are several Canadian shops turning out cars the equal of anything on the continent—as durable, and of the same refined design and equipment.

Then why throw 35 per cent. away? Captious critics have not

yet reached the stage where they own autos, but if I were in the market for a car, this excellent

What does 35% duty add to the value of a Car?
The Tudhope
"The Car Ahead"
Tudhope Motor Sales, Limited
205-207 Victoria St., Toronto

All the Tudhope line will be at Toronto Automobile Show, February 21st to 28th

caption would appeal very strongly to me.

Throughout the ad. the argument is forceful and informative, and the typographical display exceptionally good.

* * *

Don't fly, but dig. There is an unwritten law recognized by writers of advertising that an ad. must be so constructed as to insure its being read. However, we believe most successful ad. men will agree with us that this law does not cover the sin of ridiculousness.

In the advertisement of the Lanston Monotype Machine Company, shown here, a most striking caption is exhibited. If this was intended to afford amusement, the scribe certainly got away with it, but for a caption relative to selling arguments for a monotype machine, we think it falls pretty flat.

The text throughout is very disjointed, several feeble attempts having been made to hammer home selling arguments, none of which succeed in hitting the nail on the head.

The border effect is very good, it being the only redeeming feature of this ad. We feel it would be

NEWSPAPERDOM—The Advertising Digest
DECEMBER 28, 1911
Lanston Monotype Machine Co.
Philadelphia
Adding a Fish to a Dog
Doesn't Make a DOGFISH
And, similarly, the addition of a type-casting machine to a slug composing machine doesn't produce a Monotype.
The only machine that is both a type caster and a type setter is the Monotype.
It takes two machines of any other make to do the same work that one Monotype does and even at that, the "quality" argument would still be with the Monotype.
Let the experiments go on. Newspaper publishers and printers generally are discovering every day that
"The Monotype Way
Is the Better Way"
Four more newspapers, so far this month, have adopted the Monotype exclusively, discarding slug machines entirely.
Lanston Monotype Machine Co.
Philadelphia

good advice to the scribe if he would take off his aeroplane suit and don his overalls.

* * *

In looking over the many artistic and effective New Year calendars that were recently issued, the

one here reproduced of the A. R. Williams Co. of Toronto strikes us as being particularly good.

THE A.R. WILLIAMS MACHINERY COMPANY LIMITED
CANADA'S LEADING MACHINERY HOUSE
1912 JANUARY 1912
SUN MON TUE WED THU FRI SAT
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31
ENGINES BOILERS MACHINERY & SUPPLIES
OUR SPECIALTY MILL & FACTORY EQUIPMENT
THE A.R.WILLIAMS MACHINERY COMPANY LIMITED.
TORONTO, ONT.

The design embodying the arms of the various Canadian provinces suggests at once that, as is the case, this firm carries on a Dominion wide business, and the background is a clever imitation of grained wood.

The value is still further enhanced by including the firm's slogan and crest.

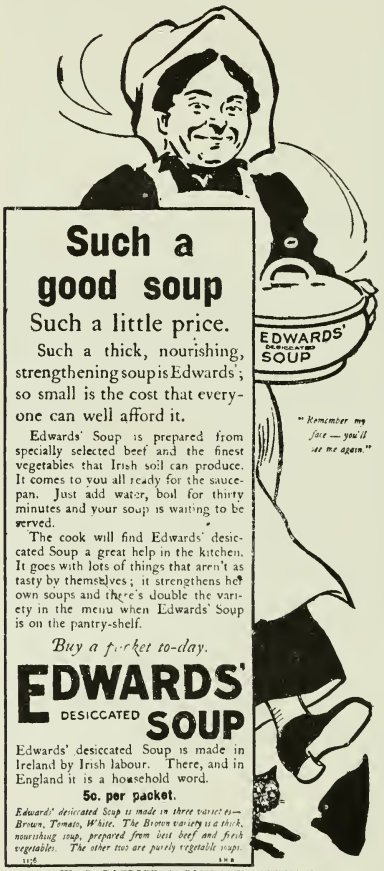
* * *

In this recent ad. of Edwards' Soup, a striking example is afforded of good economy in space.

The touch of human interest which the illustration affords is not overdone in any way.

Another good point is the way the text has been paneled, which makes it more striking, besides adding distinctive neatness to the ad.

Good, sensible copy sets forward the merits of the soup and its ingredients in such a way as to create no false impressions. If there is any fault to find at all, it is in the repetition of the word such. However, taking the ad. all through, we think it must have sold goods.


Such a good soup
Such a little price.
Such a thick, nourishing, strengthening soup is Edwards', so small is the cost that everyone can well afford it.
Edwards' Soup is prepared from specially selected beef and the finest vegetables that Irish soil can produce. It comes to you all ready for the saucepan. Just add water, boil for thirty minutes and your soup is waiting to be served.
The cook will find Edwards' desiccated Soup a great help in the kitchen. It goes with lots of things that aren't as tasty by themselves; it strengthens her own soups and there's double the variety in the menu when Edwards' Soup is on the pantry-shelf.
Buy a packet to-day.
EDWARDS' DESICCATED SOUP
Edwards' desiccated Soup is made in Ireland by Irish labour. There, and in England it is a household word.
5c. per packet.
Edwards' desiccated Soup is made in three varieties—Brown, Tomato, White. The Brown variety is a thick, nourishing soup, prepared from best beef and fresh vegetables. The other two are purely vegetable soups.
EDWARDS' DESICCATED SOUP
"Remember my face — you'll see me again."
W. G PATRICK & COMPANY. TORONTO.
REPRESENTATIVES FOR THE PROVINCE OF ONTARIO

MEN AND MEDIA

WE have been favored with a copy of the Prosperity Number of the *Winnipeg Commercial*, a very creditable production that reflects in an adequate manner the prevailing prosperity in the West.

The reading matter is illustrated with a number of excellent half tones showing the remarkable growth of cities and towns in all parts of the country, and the volume of high class advertising carried surely must have gladdened the heart of the advertising manager.

The cover is a strong piece of drawing in black and yellow.

* * *

Beginning with 1912, P. F. Collier & Son announce that P. F. Collier & Son Incorporated will succeed to their business. This will make no alteration in the publication of that excellent weekly, *Canadian Colliers*.

Robert F. Collier, sole owner, retains the reins of office as president, and is assisted by a most competent staff.

We anticipate that the traditions of the old firm will be worthily upheld.

* * *

Special interest to builders, contractors, architects, engineers and dealers in supplies and machinery attaches to the Building Progress number of the *Western Canada Contractor*. This issue, due April 15th, will be much enlarged from the usual size, will contain many authoritative articles, and will be fully illustrated. Space reservations in the advertising columns should be promptly made.

* * *

How's this for novelty and enterprise? We have been favored with a copy of the Los Angeles *Evening Herald*, published January 27th, during the Aviation meet, and sent from the Aviation Field (not to us, but presumably to the post), by aeroplane mail. We imagine this number would have had a big sale.

* * *

The well-known firm of bill posters and advertisers — The Connor-Ruddy Co. Limited, have changed their name to the E. L. Ruddy Co. Limited.

We understand that this will make no difference to existing contracts, and business will be carried on at the same address as before.

A notice in our advertising columns gives fuller details.

* * *

A large amount of damage was recently done by fire to the premises of the *Halifax Herald*, which destroyed the Herald Building and several stores and offices.

The Herald was a modern five story granite block, and contained a thoroughly up-to-date plant.

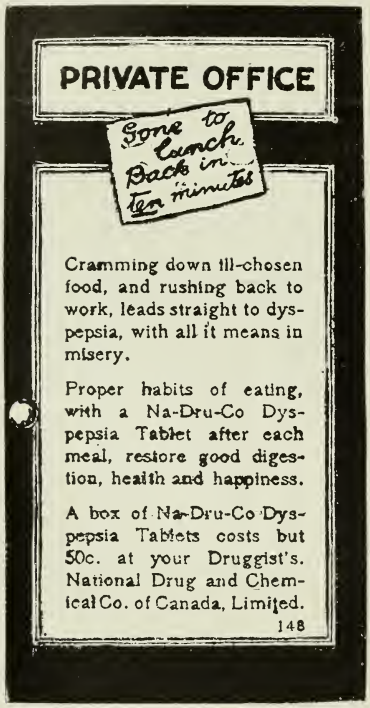
Immediate steps were taken to resume publication.

* * *

What is said to be the longest circuit ever estab-

lished between the United States and Canada was made on January 14th, when the *Winnipeg Telegram* carried a 3,000 word story of the killing of H. G. Boyce in Fort Worth, Texas.

The Postal Telegraph Company established a special circuit of


PRIVATE OFFICE
Gone to Lunch. Back in Ten minutes
Cramming down ill-chosen food, and rushing back to work, leads straight to dyspepsia, with all it means in misery.
Proper habits of eating, with a Na-Dru-Co Dyspepsia Tablet after each meal, restore good digestion, health and happiness.
A box of Na-Dru-Co Dyspepsia Tablets costs but 50c. at your Druggist's. National Drug and Chemical Co. of Canada, Limited.
148

Strong argument and original display

3,000 miles by way of Kansas City, Chicago and Toronto, and the message went through without a relay.

This shows very commendable enterprise on the part of the *Telegram*.

* * *

A new departure in Canadian journalism is shortly to be inaugurated by the issuing of an illustrated weekly supplement in several leading dailies with peculiar Canadian appeal. We understand that two year contracts have already been signed with a large number of leading Canadian dailies.

The supplement will be printed and edited in Toronto under the direction of Hopkins Moorhouse, and will have absolute control of material appearing in no other American or English publications. Editorially and artistically it will be on a par with anything published on the continent.

Among the contributors will be Rudyard Kipling, Chas. G. D. Roberts, Arthur Stringer, Sir Gilbert Parker, Rex Beach, James Hopper, Sir Conan Doyle, Jack London, Governeur Morris, Hesketh Pritchard, Richard Harding Davis, and others of equal note, whilst the illustrators will include Harrison Fisher, Charles Dana Gibson, Albert Sterner, W. T. Smedley, Jules Guerin, Paul Branson (the celebrated animal portrayer), and Edward Borein, who, during the coming summer will make a trip through the West with the object of depicting Western scenes at first hand.

There is a preponderance of Canadian capital in the new venture, which has our best wishes for success.

H. B. Muir will have the Business Direction of the Canada Story Press Limited, which is the title of the new concern, which will act in the capacity of general manager for the subscribing papers.

The meaning of the word 'Service'

AGENCY SERVICE has long ago ceased to be a mere bargaining for white space. It has grown to be the most profitable selling help for manufacturers of every class of goods.

Woods-Norris Service

is Agency Service at its best—thorough, personal and economical.

We are splendidly equipped to advise on selling plans and distributing methods, and our up-to-date art, copy and checking departments will go a long way to make your advertising entirely efficient.

Many leading National Advertisers bear witness to the efficiency of our service.

May we demonstrate how we can help *you?* It will put you under no obligation to ask for details.

WOODS-NORRIS LIMITED

Advertising Agency

MAIL BUILDING - TORONTO

The Globe
TORONTO

The Relationship

that exists between a newspaper and its readers is no small factor in determining the results secured from advertising. When that relationship has been unusually close and intimate, and has extended over a long period of years—as in the case of The Globe—the advertiser's chances are multiplied many fold.

Quantity and Quality

When to intimate relationship is added the additional factors—as in the case of The Globe—of high quality and great quantity, the advertiser has an irresistible trinity of pulling powers.

Practically every national advertiser in the Canadian field considers The Globe necessary to his campaign.

CANADA'S NATIONAL NEWSPAPER

MARCH—1912

Economic Advertising

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WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING, TORONTO, CANADA

Mr. Advertiser, Remember This:

If you want the people of Toronto and Ontario Province to see your announcements, you've *got* to put them in The Toronto Daily Star. Over 72,000 copies go every day into this territory, and most of these people *never see any other paper*—43,000 into the city and 29,000 into the Province. No other paper in Ontario has so large a circulation by many thousands.

Write or call for advertising rates.

The Toronto Daily Star

18-20 King St. West.

CHAS. H. EDDY,
5024 Metropolitan Bldg,
New York, N.Y.

EDDY & VIRTUE,
People's Gas Bldg,
Chicago, Ill.

A Monthly Magazine published in the interests of Canadian Advertisers

Economic Advertising

ADVERTISING RATES

	1 month.	6 months	12 months.
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

Vol. 5. Toronto, March, 1912. No. 3

STRAIGHT TALKS

PATENT MEDICINE ADVERTISING

AMONG the many controversies which are, at the moment, agitating the advertising fraternity, that in reference to the exclusion of patent medicine advertising from the daily and magazine press is certainly one of the most important.

It was with a feeling of something more than astonishment that, on totalling up the medical advertising carried in a single issue of one of Canada's leading dailies, we found 38 ads. represented by 1592 lines—and this was in a mid-week issue, not a Saturday edition.

A little simple arithmetical calculation gives us some startling figures.

1592 lines at a fair average rate of seven cents a line, gives a revenue of $111.44 a day, or taking 310 publishing days to the year, of $34,546.40 a year. And the Saturday edition of the same paper in the same week carried 3,483 lines of medical advertising represented by 45 advertisements.

Of course, we are aware that some of the older medical advertisers do not pay current rates, in fact, they get a quotation which neither the agencies nor the general advertiser can command, but seven cents a line is a fair average rate to figure on, because many of the ads are "readers."

Now, in this impetuous wave in favor of the elimination of fraudulent and fake advertising which is sweeping the continent, we consider that a grave injustice is being done in the exclusion of

YOU CAN ADDRESS
ONE MILLION PEOPLE IN CANADA
AT THE SAME TIME !

The Monthly Magazine Sections

Present your appeal to an audience of
One Million Canadians every month.

Entering Over 200,000 Canadian Homes

PUBLISHED BY

Canada's Greatest Newspapers

Vancouver Province.
Winnipeg Telegram.
London Free Press.
Hamilton Spectator.
Toronto Star Weekly.
Montreal Gazette.
St. John Telegraph.
Halifax Herald and Mail.

As a regular Section of their Saturday Papers, once each month, reaching a combined circulation of over 200,000 copies.

¶ Home Delivery and a Family Welcome.

¶ A circulation concentrated where buying power is greatest, completely covering Canada from Coast to Coast without waste.

¶ Long-lived "copy" that has a chance to hit hard for RESULTS and goes on punching and talking and "sinking in."

Forms for May Issue close April 1st.

Rates on Application. 1680 agate lines to page. 170 agate lines to column. Length of column, 12¼ inches; width 2¼ inches. Type page width, 9½ inches. The right to decline any advertisement reserved.

Canada Story Press, Limited

General Managers for the Monthly Magazine Section

Traders Bank Building, = = Toronto

those patent medicines whose worth is a household word in many a family.

We fancy that no one would be so bold as to label Steedman's Powders, Beecham's Pills, Castoria, Owbridge's Lung Tonic, and many others as frauds—they are good old stand-bys in our own home, and their genuine worth has been proven again and again—yet they, perforce, cannot buy space in a number of our magazines and daily papers, because they cannot be catalogued otherwise than as patent medicines in the same class as the fraud and the fake article.

The case for the publisher is well put forward in the statement of one of the largest American magazines, and may be taken as representing the stand taken by those who refuse every description of patent medicine advertising.

Boiled down their argument is as follows:—Rules for a sick man are not those of a well man, and a sick man is not in a condition to prescribe for anybody—least of all for himself.

Thousands are kept ill by the use and abuse of patent medicines, and it is the duty of every sick man to consult a physician from whom he can learn what is the matter with him, and how he can get rid of the trouble. (A good line for the doctors!)

Therefore, to be consistent, how can the papers insert patent medicine advertising, which merely tells a sick man to do something they hold he should not do.

Now we take second place to no one when it comes to advocating a good clean tone in the advertising columns of the daily and periodical press. But surely some discrimination might be made between the gentle aperient, the cough reliever and the teething powder, and the villainous cancer or consumption cure, wasted energy restorer and spavin exterminator.

Taking the figures we have quoted above, how long is it going to take the cleaned-up paper to make up the lost $35,000 by relying alone on increased home circulation and added advertising revenue from those firms who specify "not next to patent medicine advertising."

We have tried to look at the matter dispassionately, but frankly, as a business proposition, we feel that there must be very few publishers who will be willing to clean house in this drastic fashion at a revenue loss of $35,000 a year.

It is interesting to notice how one daily publisher, who has banished all medical advertising from his columns, and who considers his initial loss of revenue thereby to be $12,000 a year, looks on the question.

His object in acting thus is threefold:—He feels himself, primarily as publisher, responsible to his readers, and he feels his readers will

BIG BUSINESS IN SIGHT

at LETHBRIDGE

THE COAL CITY IN THE WHEAT COUNTRY

The forward march for 1912, "The Lethbridge Year."

The 1912 Session of the International Dry-Farming will be held in Lethbridge.

The C.N.R. and the Lethbridge-Weyburn Line of the C.P.R. are heading for Lethbridge.

A street railway system is being installed at a cost of $350,000.

Nearly one million dollars will be spent on various public improvements.

In 1912 there are ten banks. In 1906 there were four.

During the past four years 18,704 homesteads and pre-emptions of 160 acres each, have been filed upon in the Dominion Land Office.

In 1910, the Coal Mines in Southern Alberta and Crow's Nest Pass, immediately west of Lethbridge, produced over six million tons of coal, which amounted to one half of the total coal production of the whole Dominion of Canada. The monthly pay roll from this source alone is over $750,000.00.

The Lethbridge Herald

Presents evidence of results produced as an advertising medium.

"Going over our records and making a careful comparison with other mediums on both sides of the line, I find that your paper brought more actual buyers than any other we have ever used."

LONQUIST-MASON CO.
Per A. Lonquist, Pres.

"You will be interested to know that per unit of expenditure, the results from the *Lethbridge Herald* were the best we received from any paper."

NOBLE ADVERTISING AGENCY,
Per R. G. Deachman, Mgr

Average Circulation for 1911 — Daily, 5093 Weekly, 2375 — Sworn to.

City circulation, a paper to every home.

W. A. Buchanan, - - Managing Director.

inevitably, in the long run, give preference to a journal which has excluded all questionable or sensational advertising. The quality of the ads., moreover, indicates the value of the newspaper as an advertising medium, and advertisers know this and act upon this principle. And again, from the financial standpoint he realises that the greatest volume of success can be obtained only by appealing to the best class of readers.

Many of the high class weekly and monthly magazines have already put the taboo on every description of medical advertising, and some have gone further still, but as far as the daily press is concerned, we don't anticipate a very large accession to the number of "saints" while the huge revenue accruing from the patent medicine man continues to pour into the publisher's coffers.

* * *

LIVING IN A FOOL'S PARADISE.

These indeed are strong words when applied to certain forms of modern manufacturing, but we venture to think that they represent the position of some large Canadian manufacturers of to-day.

You will ask why. Simply because these concerns are practically selling their birthright in allowing the traveller to own their business.

Pick up a newspaper—open it and on looking through the ads. scattered here and there, are those which read something like this:—"Wanted, a traveller with first-class connection, no others need apply." Note, the traveller is only the secondary condition, the connection being the main point. But what is this connection?—evidently a marketable quantity, since a high salary value is put on it by the manufacturer. And indeed marketable it is, as some concerns have found out. Many have awakened to the fact after their star traveller had left, that for years salary and expense money had been going to advertise—not the firm, but the traveller. With his resignation went the bulk of the business from that territory, and the company find themselves just where they originally started in regard to the developing of his ground.

In the annals of business are to be found many instances of the manufacturer who trusted—not wisely but too well. Some have had the experience of the sky-rocket salesman, whose elaborate promises cost the firm not only money, but reputation.

These and many other cases have gone to show how flimsy a hold unadvertised merchandise has on the retailer.

Truly, we must admit then, that the manufacturer who leaves the distribution of his products entirely to his traveller is living in an

Here is a Money-Making Combination for You.

The Daily and Sunday World make a most effective combination for covering Toronto and points within a radius of sixty miles. In making your appropriation make sure that both papers are on the list. Sample copies, special information regarding circulation and prices on advertising sent for the asking. We can create business and make money for you.

The Toronto World
TORONTO

atmosphere of uncertainty, and at any moment may find himself in the same position he was at the start.

Let us now examine the other kind of manufacturer—the man who advertises, creating a demand for his goods in the minds of the buying public. Do his travellers control that connection? Let us suppose for a minute that a representative of the Big Breakfast Bean Company should leave. Could he go back to his friends in the retail business and get them to stock a new line he carried, instead of Toasted Corn Flakes? While the other line may be just as good, still the public demands Breakfast Beans and all the friendship, even of a Damon and Pythias character, wouldn't persuade them to feature a competing line. The dealer knows his livelihood depends on satisfying public demands, not in giving orders to his friends.

You will say, "I suppose you mean we do away with the traveller?" Such a suggestion would be absurd. The traveller is one of the three great essentials in a successful business, but business, like a tripod, will not stand on one leg. The traveller always must play a large part in distribution, but not so large that the business is practically owned by him.

* * *

AGENCY COMMISSION

That the science of merchandising has reached a higher plane at the present day than heretofore, is an accepted fact with business men. And for this happy state of affairs, advertising has been largely responsible. To quote from our friends, the Cleveland Advertising Club: "The whole trend of our business calls for a system of merchandising that will beget the greatest possible confidence in Advertising as a fixed and essential factor in merchandising."

This somewhat involved sentence carries a very worthy idea, but it sounds to us too much like the fine generalities and platitudes which have been too common of late.

However, the Cleveland Advertising Club has some more to say, and in the latter part of their letter under review, they give their opinion of what they consider the present erroneous basis of relation between advertiser, publisher and agency. Their remedy is no half-hearted one—the reforms they call for are unmistakable and sweeping. They ask for an entire and immediate abatement of the practice of publishers giving commission to agencies, and demand that publishers have a strictly flat, non-commission rate, alike to agency and advertiser. Also that a proper and adequate service fee be paid to the agency only by the advertiser, wholly commensurate to the services rendered, and the publisher would reserve the right to select such agencies as he chose to whom he might extend

THE HERALD IS

The Herald Is the Best Newspaper in Hamilton, Ontario . .

Best . . . Editorials Local News Foreign . . News and Illustrations

READ BY THE MOST PEOPLE

CON-SEQUENTLY

But its . . Advertising Rates are NO Higher than those of the other Hamilton Dailies . .

IN HAMILTON, ONT.

Figures Talk

In 1907 the circulation of the Herald was	3940
1908 - - - - - - - - - - - -	4787
1909 - - - - - - - - - - - -	6185
1910 - - - - - - - - - - - -	9616
1911 - - - - - - - - - - - -	13227
The Herald is now printing - -	15500 Daily

Showing a net increase of 235% in five years
Are you represented in The Herald columns?
Sworn circulation statement issued each month.
Write us for full information, rates, etc.

The Herald Publishing Co., Ltd.

CALGARY, CANADA

Edgar J. Guy, Eastern Representative, 61 Canada Life Bldg., King St. W., Toronto

a "credit recognition," though no concession would be granted, except a cash discount, not to exceed five per cent. for remittance received on or before date of publication.

A similar letter has probably been sent to the various Canadian Advertising Clubs, as a form was enclosed for signature, pledging the club to support this movement, and we await with interest the discussion which will surely arise in the various clubs on this question.

Candidly, we do not feel that advertising, as a selling force, in this country receives the recognition from manufacturers which our worthy friends are aiming for. The advertising millennium is not so far distant as many imagine, and the Ad. Club movement is doing much to hasten its coming.

The proposition which confronts us in Canada as far as the agencies are concerned, is to convince the advertiser that agency service is a whole heap more than mere space selling. Service is the slogan of the recognized agency, and the service which the up-to-date agency can and does give the advertiser, is worth one hundred times more than the percentage which they receive from the publisher for the work they do.

The difficulty to our mind, in making such a drastic change as is suggested by the Cleveland Advertising Club, is to persuade the advertiser to part with a sufficient amount of hard cash to reimburse the agency for the service they render. Our experience has been that in the majority of cases, when it comes to footing the bills, the advertisers of this country, especially when called upon to pay for art work and copy writing, find it very difficult to see the value of the prices charged.

The resolution of the Cleveland Advertising Club would have carried added weight, had they had the temerity to suggest a scale of charges for the services of the agency. But each proposition has, of course, to be treated on its own merits. This is the crux of the whole question. Is it possible for a man, handling half a dozen advertising accounts to ring up a time machine? Can he tell you exactly what time he has spent on any particular account? Any fee, in the absence of the publisher's commission, which an agency might charge for its services would have to be most gloriously elastic!

And the advertiser who, in Canada, deals with a reputable agency receiving a percentage from the publisher, will be a mighty lot more in pocket than if he were paying for services rendered in the suggested way.

Of course, in every business there is a dishonest section, who prefer to take the crooked instead of the straight path, but the Cleveland Club may take it from us that in the Dominion of Canada, agency service has reached a very creditable state of efficiency, and it would be very difficult to pursuade the majority of satisfied

You Can Thank Advertising

NEXT time you step into the corner store, take a look around. Of all the articles on the shelves, how many were on your shopping list five years ago? Make it ten years, and you will find that most of the things you buy to-day—and could not do without—were not even made then.

You men and women who buy things, let this sink in. You are better men and women because of advertising. You eat more wholesome food. You wear better clothes. Your home is better furnished. You have cleaner and more comfortable houses. You read better books and magazines. You seek more healthful amusements.

Your whole standard of living has been raised—and why? Because the men who make these better things are telling you that you will be more comfortable, happier and healthier if you use these higher grade goods.

It is advertising that makes it possible for you to buy "the best" right at your corner store. It is advertising that encourages the inventor to make new comforts and new utilities and enables you to buy them almost immediately after they are perfected.

J. J. Hill says that "high living" costs more. True for J. J.—but it is worth more. And leaving that cost aside, do you want to go back to burning tare out of a pail, oatmeal out of a barrel, raisins out of sticky boxes, or tea exposed in an open chest?

Do you regret the money you paid for a Player Piano?

Would you forego the new style razor?

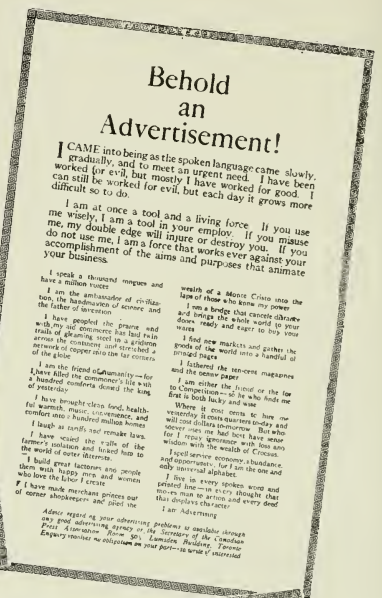
Isn't a Tungsten worth a thousand candles

Would you now be enjoying these if enterprising manufacturers had not told you about them in their advertisements?

Isn't life brighter because we have new and higher standards of living?

Let us thank advertising for it.

Advice regarding your advertising problems is available through any good advertising agency or the Secretary of the Canadian Press Association, Room 505, Eastern Building, Toronto. Enquiry involves no obligation on your part—to write if interested.



Behold an Advertisement!

I CAME into being as the spoken language came slowly, gradually, and to meet an urgent need. I have been worked (or evil, but mostly I have worked for good. I can still be worked for evil, but each day it grows more difficult so to do.

I am at once a tool and a living force. If you use me wisely, I am a tool in your employ. If you misuse me, my double edge will injure or destroy you. If you do not use me, I am a force that works ever against your accomplishment of the aims and purposes that animate your business.

I speak a thousand tongues and have a million voices.

I am the ambassador of civilization, the handmaiden of science and the father of invention.

I have peopled the prairie and with my out commerce has built railroads, strung the continent and stretched a network of copper into the far corners of the globe.

I am the friend of humanity—for I have killed the communicable diseases and a hundred comforts donned the king of yesterday.

I have brought clean food, health-ful warmth, music, convenience, and comfort into a million million homes.

I laugh at tariffs and remake laws.

I have caused the walls of the farmer's isolation and locked him to the world of outer interests.

I build great factories and people them with happy men and women who love the labor I create.

I have made merchants princes out of corner shopkeepers and piled the wealth of a Monte Cristo into the laps of those who know my power.

I am a bridge that cancels distance, and brings the whole world to your doors ready and eager to buy your wares.

I find new markets and gather the goods of the world into a handful of printed pages.

I befriend the ten-cent magazines and the owner who publishes me.

I am either the friend or the foe to Christianity—all by who finds me first is both lucky and wise.

Where it cost cents to lure me yesterday I am content to-day and will cost dollars to-morrow. But who soever uses me has had a sense of loyalty ignorance with me. Loss any wisdom with the wealth of Croesus.

I spell service economy, abundance, and opportunity. For I am the one and only universal alphabet.

I live in every spoken word and printed line—in every thought that moves man to action and every deed that displays character.

I am Advertising.

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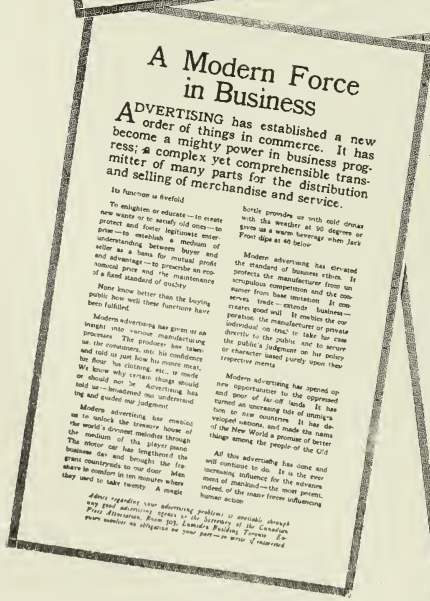

A Modern Force in Business

ADVERTISING has established a new order of things in commerce. It has become a mighty power in business progress; a complex yet comprehensible transmitter of many parts for the distribution and selling of merchandise and service.

Its function is twofold

To enlighten, to educate—to create new wants or to satisfy old ones—to protect and foster legitimate enterprise—to establish a medium of understanding between buyer and seller as a basis for mutual profit and advantage—to prescribe an economical price and the maintenance of a fixed standard of quality.

None know better than the buying public how well these functions have been fulfilled.

Modern advertising has given us an insight into various manufacturing processes. The producer has taken us, the consumers, into his confidence and told us just how his money is made. He knows us clothing, etc., and why certain things should or should not be. Advertising has told us—broadened our understanding and guided our judgment.

Modern advertising has enabled us to unlock the treasure house of the world's dormant melodies through the medium of the player piano. The motor car has lengthened the business day and brought the fragrant countryside to our door. Men share in comfort in ten minutes where they used to take twenty. A magic hurtle provides us with cold drinks with the weather at 90 degrees or gives us a warm beverage when Jack Frost dips at 40 below.

Modern advertising has elevated the standard of business ethics. It protects the manufacturer from unscrupulous competition and the conserves trade—extends business—creates good will. It enables the corporation, the manufacturer or private individual on equal to take for care directly to the public and to secure the public a judgment on his policy or character based purely upon their respective merits.

Modern advertising has opened up new opportunities to the oppressed and poor of far-off lands. It has opened an increasing tide of immigration to new countries. It has developed nations, and made the name of the New World a promise of better things among the people of the Old.

All this advertising has done and will continue to do. It is the ever increasing influence for the betterment of mankind—the most potent, indeed, of the many forces influencing human action.

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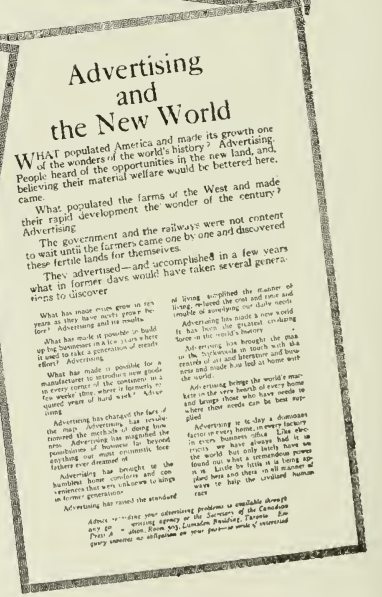


Advertising and the New World

WHAT populated America and made its growth one of the wonders of the world's history? Advertising. People heard of the opportunities in the new land, and, believing their material welfare would be bettered here, came.

What populated the farms of the West and made their rapid development the wonder of the century? Advertising.

The government and the railways were not content to wait until the farmers came one by one and discovered these fertile lands for themselves.

They advertised—and accomplished in a few years what in former days would have taken several generations to discover.

What has made cities grow in ten years as they have never grown before? Advertising and its results.

What has made it possible to build up big businesses in a few years where it used to take a generation of patient effort? Advertising.

What has made it possible for a manufacturer to introduce new goods in every corner of the continent in a few weeks time, where it formerly required years of hard work? Advertising.

Advertising has changed the face of the earth. Advertising has revolutionized the methods of doing business. Advertising has migrated the arts. Advertising has brought the possibilities of the most eminently fine anything our most prominent forefathers ever dreamed of.

Advertising has brought to the humblest home conforts and conveniences that were unknown to kings in former generations.

Advertising has raised the standard of living, multiplied the number of luxuries, lengthened the span of life, made possible a new world.

Advertising has made a new world in which has been the greatest awakening force in the world's history.

Advertising has brought the peoples of the earth in touch with each other, has revolutionized trade, has created a new world of art and literature and music and made it possible for the whole world to know the best that has been thought and done in the world.

Advertising brings the world's markets to the very hearth of every housekeeper in the very hearth of every home in the very hearth of every home where those who have needs can be best supplied.

Advertising is to-day a dominant factor in every home, in every factory, in every business office. Like electricity, we have always had it as a matter of course. We have always had it in the world but only lately have we found out what a tremendous power it is. Little by little it is being applied here and there in all manner of ways to help the civilized human race.

Advice regarding your advertising problems is available through any good advertising agency or the Secretary of the Canadian Press Association, Room 505, Lumsden Building, Toronto. Enquiry involves no obligation on your part—to write if interested.

The first four of the Advertising Advertising Series.

advertisers that any such drastic change as they suggest is either necessary or expedient.

* * *

A CORRECTION

In the interesting discussion we have been having with National Tube Company, of Pittsburg, we have, apparently, missed the main point on which they were good enough to ask us for an expression of opinion.

Our editorial was headed, "The Use of the Border in Advertising," and it was entirely along this line that our criticisms were directed.

What this company really wanted to find out was whether a man in buying space, was entitled to use that space in any way he thought fit. But this question was not put in their two page letter until the paragragh immediately preceding its close.

So long as the copy is not libellous or opposed to the rules governing the paper, the advertiser should have the privilege of inserting whatever copy, in whatever shape or size that he deems best suited to his business.

It is almost a platitude to assert that the ad. on the page which most frequently catches and holds the attention has the greater selling value, yet some publishers seek to stifle good copy writing by the absurd rules they make.

* * *

ADVERTISING ADVERTISING

The much-talked-of series of ads. in the Canadian Daily Press to advertise advertising has at last been completed, and will commence on Monday, March 11th. Twenty ads. have been prepared by a selected committee of the Toronto Ad. Club, and the copy is of a most striking and convincing character. The first four ads. of series are reproduced on page 10.

It is the intention of the Canadian Press Association to print these ads in booklet form, and copies will be sent to each member of the Association. Publishers of weekly and monthly newspapers will have the right to use any of these ads., and they will be supplied with plates at cost.

A little later on it is the intention of the Association to prepare a separate campaign for the weekly papers.

The awakening of the Canadian Daily Press to the necessity of advertising their own advertising is shown by the remarkable number of papers which have signed contracts, and the campaign will be launched simultaneously in no less than 75% of Canadian Daily Papers.

THE

Homestead

ESTABLISHED JANUARY, 1908
Published in Edmonton, Alberta

THE only agricultural weekly in Canada published west of Winnipeg. Twenty-four pages of live matter every week.

The Homestead has a paid in advance circulation in excess of 8,000 among the farmers in northern Alberta and northern Saskatchewan. It carries no delinquents.

The greatest agricultural development in Canada is now in progress in those sections where **The Homestead** has the largest circulation. **The Homestead** is following the wave of humanity now rolling west and north. It reaches those farmers who are outfitting and home-making.

Advertising rates on application
SUBSCRIPTION
$1.00 PER YEAR IN ADVANCE

Address all inquiries to

THE HOMESTEAD
Suite 7, Merchants Bank Chambers
Edmonton - Alberta

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1911, 2,347,656

Weekly Average, 45,135

Hamilton Newspaper Union
Hamilton, Canada

MAKING YOUR COPY MAKE GOOD

By Edward S. Babcox, Advertising Manager, Yawman & Erbe Mfg. Co., Rochester, N.Y.

THERE are to-day an untold number of men sitting at desks in the offices of advertising agents, publishers and advertisers, facing the same problem—"How can I make my campaign make good, produce results, get business?"

It is our common problem and is solvable in a hundred ways, each of us choosing a different one, perhaps. But down under all the different structures of solution we may weave—there's one fundamental factor. A building can have but one foundation.

The one big factor which enters into the success of every copy man is his knowledge of the people he is talking to. Not a knowledge gained from books—good as that is—but rather the sound, fundamental understanding you get by contact, mixing up, association with people. And by that I don't mean attending ad. clubs and meeting the fellows who are up against the same problems as yourself. It is a good thing for school boys to compare notes in their arithmetic problems, but the chap who does the most for himself is the one who sits down occasionally and does a little real thinking on his own account.

I mean meeting the people you want to reach. If you are selling filing systems and equipment you want to know how office men and women think, act, judge and decide. You want to know what influences them. Knowing people involves more than studying people—it involves association. "You never know a man until you live with him" is still true. You never know people until you associate with them.

Dr. Grenfell has made his wonderful successes in Labrador be-

Informative and attractive.

cause he has actually lived with the rough-and-ready sailor people up there, and can talk to them in language of their own understanding. Association breeds success in advertising.

I have often thought that some agents would do better if they would spend more time and energy studying markets and people and less in analyzing technical details

The "Why" of the Increase of News Advertisers

More advertisers are using NEWS columns this year than in any previous year in the history of the paper. These advertisers realize the value of getting after NEWS readers—people that constitute a mighty good field for the advertiser to reach—and *results* are encouraging them to increase their space month by month.

If it's *results* that will determine your future expenditure on advertising we'll get a good slice after you give the NEWS a reasonable trial.

Rates are low.

Ask for particulars about cost and position from the Advertising Department.

News Publishing Co., Limited
107 Bay Street, TORONTO

EDMONTON JOURNAL

M. R. JENNINGS, Editor and Man. Director *JOHN MacLAREN, Bus. Mgr.*

Sworn Statement of Circulation for Year 1911

Date	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
Dly. Av.	4980	5296	5527	6544	7377	7733	7994	8129	8154	7925	7795	8150

THE above figures exclude all returns, unsold and waste copies. The circulation books and records are open for inspection to advertisers any time during business hours for the purpose of verifying the above statement.

R. R. LEITCH,
Circulation Manager

The Association of American Advertisers (New York City) has examined and certified to the circulation of this publication. Only the figures of circulation contained in its report are guaranteed by the Association.

No. 204 J. E. Rockman Secretary.

The only Edmonton newspaper which has been audited and guaranteed by a special representative of the Association of American Advertisers.

Edgar J. Guy, Representative, Canada Life Building, Toronto

of manufacture and production. All of this is simply to say that the ordinary man will do his best work in advertising a product if he has previously sold the product; if he has met and overcome the thousand and one objections customers raise—and made good.

Such a man will know two things thoroughly well—his product and his market.

A TYPICAL INSTANCE

A certain publisher is featuring the value of two and four-page "reader ads." in his publication. He makes a practice of preparing the copy for such advertisements. Their method of gathering data for this copy must be about 90 per cent. of the reason why these advertisements make good. Sometimes they get it all from the advertiser or his advertising manager. But more often they go to the sales force—back to the fellow who knows. In one instance which came to my attention in Chicago the other day, the copy man—a very human fellow himself—spent three hours with eight or ten salesmen getting incidents and specific examples of how, where and why the product had made good. With this abundance of information he prepared as strong, clear and convincing an advertisement as I have ever seen on that line.

And why?

He got down to bed rock. He went that second mile which so many copy men do not go. When I see superficial, lifeless copy, I think of that little story I read years ago in my third reader. It went on to tell about a king who set up a big stone in the public highway. Then he hid behind a big wall to observe how the people would overcome the obstacle. For a week everybody went around. No man attempted to move it out of the way. It was easier to go around—why not do it?

One day the king—disappointed in the outcome of his experiment—called all the people together, had the stone removed and from under it pulled a bag of gold coin marked

Good use of small space.

—"For the man who moves this stone away."

It was a lesson of thoroughness that those people never forgot—and is one we advertising men will do well to remember.

Copy makes good to the extent that it appeals to and convinces people. Copy men cannot write appealing, convincing copy until they know product and people.

Let us study those two things more vigorously than ever, and we'll at least approach the satisfaction of seeing our copy making good.—*Agricultural Advertising.*

HANDICAPPED BY OVER 70%

"Not more than 30% of the farmers of Canada take any of the 'Class' Farm Papers."—*From a recent address before the Toronto Ad. Club, by an expert in Agricultural Advertising.*

The local weekly is the only medium in which *all* the farmers can be reached *all* the time.

In the race for rural business the advertiser who uses local papers has a *70% lead* over all competitors who do not.

Are YOU in this leader class?

An extra million readers can be reached weekly if you use the papers in our large and comprehensive Ontario Combination.

Why not talk it over? We'll meet you any time, any place.

THE WILSON PUBLISHING COMPANY OF TORONTO LIMITED

73 West Adelaide Street, Toronto

MR. PUBLISHER!

¶ What effort are you making to acquaint Canadian Manufacturers with the value of your paper as a medium for the advertising of their products?

¶ You can't expect them to buy space from you, unless they have complete details of your circulation, the class of readers you appeal to, and the other special facilities you enjoy.

ECONOMIC ADVERTISING

is read by all our National Advertisers, and by many who will soon become National Advertisers. And moreover, this journal is always hammering home to the manufacturer the fact that HE BUYS TOO LITTLE ADVERTISING SPACE.

¶ There's no surer way of increasing your advertising patronage than by using the columns of

Economic Advertiser

PROGRESS OF ADVERTISING

The Realization that Advertising and Salesmanship Are One and the Same—The Improvement and Perfecting of Collateral Advertising—The Growth of Advance Analysis and Use of "Strategy"—And an Increasing Appreciation of the Money Value of Experienced Advertising Knowledge and Efficiency, Are the Notable Features of Advertising in 1911.—By N. E. Ellison.

MORE and more is it apparent that advertising is a living science.

Because it shows constant growth, increasing development, continual progress.

Each passing year bears deeply graven on it a record of accomplishment.

Nineteen hundred and eleven marks a notable advance in the way of appreciation of the great truth that advertising and salesmanship are one and the same force, manifested in somewhat diverse directions.

The year has seen, also, an immense enlargement of what might be called collateral advertising, as distinguished from the old idea that advertising was solely the use of printed matter either in separate form or presented through the medium of newspapers, magazines and other vehicles of this description.

It has further been worthy of emphasis that business men are more and more appreciative of the fact that advertising to be thoroughly efficient calls for *trained executives* and *operators*, and that technical skill is quite as necessary to success as it is in engineering, accounting, finances, and other departments.

ADVERTISING AND SALESMANSHIP IDENTICAL

It is not all of advertising to buy space in a newspaper or magazine and fill it with a hastily written mass of somewhat exaggerated and fanciful literature, accompanied, mayhap, by impossible "artistic" illustrations designed to be eye catchers.

The year just passed has evolved a principle of planning, generalship —"*strategy*" one advertising agency calls it—that is a marked feature of the progress of advertising during this twelve months.

This idea originated and emanated from the advertising agencies, those great workshops of publicity where the brainiest selling force of the business world is to be found.

Thoughtful men, who regard advertising seriously, discovered that it was inextricably interwoven with the very best forms of salesmanship. And that only when it was considered as a *selling force*, pure and simple, would it attain its highest efficiency.

In applying advertising to a business for the avowed purpose of increasing sales it was discovered, therefore, that the great basic

The Hamilton Spectator

Presents a rare combination of quality and quantity. In editorial and news excellence, and in the pulling power of its advertising colums, it is peerless in its field.

Sworn Daily Average for January 19,131

British Columbia's Leading Weekly

The only newspaper to reach every city, town, village and mining camp in the province.

Circulation Over 18,000

We made three thousand new friends in 1911—and of course retained the old.

Well written, splendidly illustrated, and with an attractive make-up, it is preserved in the home—this means your advertisement will be many times read.

We refer to *Economic Advertising* or any of the recognized agencies.

Ford-McConnell, Publishers

Vancouver, B.C.

source of success lay in a proper foundation being laid.

Hence advertising "solicitors" have been transformed into "plan men," whose function it is not to sell space, or solicit accounts, but rather to confer with the executive heads of a business with the idea of evolving a "plan," a campaign that would permeate the whole fabric of the business, and make every motor-atom of it work toward the single end of attaining effective selling power.

The application of this new phase of advertising soon led to the discovery of an enormously important branch of the science of selling. Not at all a *new* thing but one that had been more or less overlooked in 99 per cent. of business organizations.

That was the absolute vital necessity of an exhaustive and thorough *analysis* of the entire problem before a line of type was set for ads. or printed matter.

THE NEW PRINCIPLE OF ADVANCE ANALYSIS

I know of nothing more worthy of note in the progress of advertising in 1911 than the perfecting or *renaissance* of advance analysis.

To have before one in concrete absolute exactness a survey of the entire field of endeavor before attempting to formulate aims and methods is a great step in advance.

To know the business, first from the *inside*, and then from the *outside*, know it to its remote details and ramifications is a Napoleonic principle that has brought such marvels of trade success that even its projectors have been dumfounded with amazement.

Lest the reader may underestimate this point I would like to state here that not one man in ten of presumably farsighted business executives has, up to this time, had a full appreciation of what this means.

It is perfectly incredible how many organizations attain a large measure of what they consider success in the absence of definite knowledge of what they were doing.

In some cases factory costs are almost, if not quite, unknown. I don't mean relative costs—I mean *actual absolute* costs.

In many houses only the barest knowledge is present of the peculiarities of the market. Where and when goods should be pushed; the reason orders are ample from one locality, and few from another; why one salesman gets 75 per cent. efficiency while another reaches only 54 per cent.; how to get the most out of the many different kinds of market that are available, etc. These and kindred avenues of information have been woefully neglected.

Now—at the close of 1911—when an advertising "plan man" takes hold of a prospect his first care is to find out the exact condition of the business with reference to these points, and many others that I have not space to enumerate.

He wants to know material and factory costs, selling expense, sales-

Northern Ontario an Extensive Market

NORTHERN ONTARIO is developing rapidly, and is one of the most attractive markets in Canada for manufactured articles. Take the record of the mining industry for instance.

COBALT has produced silver to the value of - - **$66,850,000**
COBALT has paid in dividends - - - - - - - **36,500,000**
COBALT has paid the government in royalties and for claims, etc. - - - - - - - - - - **4,328,882**
COBALT has purchased in machinery, buildings, etc. **8,500,000**
COBALT has distributed in wages, supplies, etc. - **22,783,000**
COBALT is producing **$16,000,000** annually, and will maintain this rate for many years to come
PORCUPINE has purchased in supplies over **$5,000,000,** and has just begun her development work. The record may far outrival Cobalt.

The Cobalt Nugget is the only daily newspaper in Northern Ontario, and is the logical medium for advertisers to reach this immense market.

ADVERTISING RATES ON APPLICATION

The Cobalt Daily Nugget, Limited

COBALT ONTARIO

THE PAPER FOR THE PEOPLE

The Hamilton Times

(ESTABLISHED 1857)

The Bright, Up-to-date, Live Hamilton Newspaper
All the News Advertise Now for Results

Your *advertising campaign* will be a complete success if you include the Times—the leading newspaper of a growing city.
Daily and *Semi-weekly* cover exclusive fields largely in this district, Ontario and the North-West.

JOB, RAILWAY AND TICKET PRINTING

Write Us

Times Printing Company, Limited

HAMILTON ONTARIO

man's methods, the demands of the market, who will and who will not buy the product, the strength of the opposition or competition, the probable volume of sales that can be attained, what they will cost, and the margin of profit to manufacturer and dealer.

Having analyzed the entire situation in this way then, and only then, is he ready to formulate a plan of campaign and attack the question of advertising.

Compare this with the "hit and miss" methods that were prevalent a year or more ago. Or even with the methods *still* in use by so-called advertising men and agencies who have not kept pace with the progress of the science.

As concrete examples might be briefly mentioned an instance in 1911 where the addition of 5c. to the price of a 10c. article entirely changed the whole business, made the advertising pay for itself, and poured profits into the cash box of the manufacturer, who up to this time did not know what he possessed.

Or another case where the mere change of the *fabric-name* of a garment, after exhaustive analysis of the market made necessary the building of an entire new and much enlarged factory to accommodate the rapidly increasing trade.

Or where the analysis of the consumer demand and the discovery of why it followed a certain apparently mysterious line increased a business from $100,000 a year to a million and a half at a single stroke.

These are tangible evidence—and the instances might be multiplied almost indefinitely—of the actual sales and profit value of this new method of advance analysis as applied to advertising at the close of 1911.

All further indicative of the statement that advertising is *more* than "copy writing," and that it is integrally identical with the highest development of *salesmanship*.

COLLATERAL ADVERTISING NOW MORE EFFECTIVE

There has always been a large quantity of what might be called collateral advertising.

Which includes catalogues, booklets, form letters, follow-up matter, dealers' promotion circulars, etc.

It has heretofore been the practice of manufacturers and advertisers to send out this immense volume and in rather hasty and crude form.

With the passing of 1911 must be noted a great advance in the appreciation of the effectiveness of properly designed and written material, as contrasted with the cruder stuff of earlier date.

The day when the dealer used expensive printed matter to supply his winter fire has practically passed.

The accumulations that used to be found piled under counters and shelving have vanished.

To-day the dealer is educated by the manufacturer and jobber to make efficient use of material that is sent him; and the class of material has been so changed and

THE
CENTRAL PRESS
AGENCY
Established 1878
F. DIVER Manager
HEAD OFFICE AND FOUNDRY
70-76 PEARL ST TORONTO
BRANCH REGINA SASK
ELECTROTYPING
STEREOTYPING
ENGRAVING
DESIGNING
ILLUSTRATING
ADVERTISING
CONTRACTORS
AND
READY-SET-PLATES
CPA

improved that he is glad to spend the time necessary to develop its trade-bringing power to the utmost.

This has largely been brought about by the fact that such matter is now prepared as a component part of the advertising campaign, and "hooks up" closely with the newspaper and magazine advertising.

And this has been accomplished —marvelous to relate—with a *decreased expense* for printed matter.

Because no elaborate color-work and expensive paper stock is needed. The value is in the *idea*, not in the mechanical presentation of it. To be sure it is gotten out in excellent and *effective* form, but the conservation of supply to the places where it would *work* has eliminated waste which, after all, was the biggest part of the old method.

TRAINED ADVERTISING MEN ESSENTIAL

The one unfortunate development of 1911 is the fact that real advertising men are fewer in number than ever before.

Because it is apparent that no mere newspaper solicitor, or college graduate, is for that reason, and *only* that, an effective combination of the varied abilities that advertising as it is to-day, demands.

Trite and threadbare the statement may be, but it is nevertheless true—unfortunately so—that advertising men, like musicians, are born, not made.

Their advertising instinct may be *developed*, their ability may be increased, but there must be to begin with the protoplasm of publicity and thoroughness that is *vital*.

It isn't hard to find men who make good "talking" salesmen. It isn't difficult to get *subordinates*.

But to find the man who has the keensightedness to analyse the problems of advertising, and the ability and experience to translate his knowledge into trade-winning printed matter and selling plans is extremely difficult.

Yet if advertising of to-day is to measure up to the full stature of its effectiveness, the man *MUST BE FOUND*.

There is quite as much technical skill and knowledge required in advertising and selling a product as in manufacturing it and financing it. The man who runs the factory would make an awful mess of the sales manager's department in a vast majority of instances.

The vice-president in charge of the financial affairs of the company is not the man to "O.K." the advertising.

The president, with the reins of the whole organization in his hands is by no means fitted to spend his time in minute details of newspaper and magazine value, and in the decision as to whether 56 line ads or full pages are required.

The big successes in the advertising of 1911 have been made by men who most fully recognized this necessity of technical advertising knowledge and were broad enough and wise enough to make

Ten Million Dollars
($10,000,000)
For Good Roads

The Government of the Province of Quebec recently voted the above amount for road improvements, and the results are already beginning to show themselves.

At the recent Montreal Auto Show, the actual number of cars sold was over 100 per cent. greater than at the 1911 show.

The people of Montreal have money to spend on automobiles. They have only been waiting for decent roads outside the city limits, and now that these are assured, the city is going to become one of the greatest motor car markets in the world within the near future.

IS YOUR LINE KNOWN HERE?

Remember that 70 per cent. of Montreal's citizens are French, and never see your advertising in the English newspapers. To reach them you must use LA PRESSE, the largest daily paper in Canada, and the paper which is responsible for this ten million (10,000,000) good roads appropriation.

LA PRESSE is also building at its own expense the first ten miles of the great international highway between Montreal and New York City.

LA PRESSE (Daily) reaches all the French-speaking people of Montreal and other large cities in Quebec province, and it is the only paper which does so. There are other French papers, but they merely duplicate LA PRESSE'S circulation. The Weekly Edition, with a circulation of over 45,000, covers the villages and rural districts.

Write for our good roads literature. It shows you how to sell your cars in this part of the country.

Sworn Daily Average Circulation for Year 1911, over 100,000

LA PRESSE
MONTREAL CANADA

Ontario and Western Canada Salaried Representative, HENRY W. KING, Telephone Bldg., 76 Adelaide St. W., TORONTO, ONT.

careful selection of their advertising counsel and then to *leave them alone.*

GOOD ADVERTISING COSTS MONEY

Like everything else that is worth while, the highest form of effective publicity and selling is high priced.

That does not mean that *costs the most,* because exactly the opposite is the case. Measured in the only true and right way—by results—the best in advertising, like the best in everything else, is the *cheapest.*

The $1,200 a year man who fails to increase the business and who has not had enough experience to possess the proper executive and technical ability is vastly more expensive than the $10,000 man who puts snap and vim and vitality into the entire department and under whose care the sales mount ever higher and higher.

Yet the unfortunate fact must be admitted that there are still many business men whose vision is so limited that they cannot appreciate this self-evident truth.

If men were selected and paid for what they *know* as much for what they *do,* and executive ability, broad experience, and the capacity for accurate decision were the *rating qualities,* there would be more big successes in merchandising.

And what applies to individuals applies also to organizations.

There are plenty of cheap men and cheap organizations in the advertising profession. There are also big, broad, capable men, and numerous big, broad, capable advertising agencies and organizations.

And in both cases they are the product of study, time and experience and are worth every cent they ask for their services.

That these services are more appreciated and better paid to-day

They copy the labels and copy the bottles but they cannot copy
O'Keefe's Special Extra Mild Ale
The full ripe flavor and lightness make O'Keefe's unique among ales.
Get the genuine.
O'KEEFE'S SPECIAL ALE
O'K
TORONTO

One of the best of the series

than ever before is one of the striking features of advertising in 1911. —*Judicious Advertising.*

TRUST the man you are dealing with, then watch him.

* * *

No explanation can explain why an explanation is necessary.

DO IT BETTER!

We would like the opportunity of demonstrating that

Woods-Norris Service

will prove a real live factor in the success of your advertising.

We don't pride ourselves so much on the number of accounts we handle—but we are justifiably proud of the way in which our clients stay with us year after year.

Woods-Norris Service is personal and thorough. Many leading National Advertisers bear witness to its efficiency.

Will you let us show you how we can help you? Drop us a line asking our representative to call. It will in no way obligate you.

WOODS - NORRIS LIMITED

Mail Building - - - Toronto

CAN ADVERTISING BE SCIENCIZED?

THOUGH production and distribution have always been the basis of human existence, it is only within the last decade that any thoroughgoing attempt to classify and correlate the results of the experiences of business enterprises into a comprehensive set of principles, which could be taught and learned, has been undertaken. Each man has been required to discover through the haphazard method of individual experience, the things which others, over and over, had, by the same slow and costly method, learned before him.

What would we think of the man who aspired to become an electrical engineer, but who disdained to take advantage of the great body of knowledge which has been accumulated and preserved on this subject, and who instead set out to discover for himself the infinite number of truths uncovered by the thousands of tireless workers and investigators who have been building upon each other's experiences continuously since Franklin sent his kite into the clouds?

How far could he hope to progress in his single lifetime struggling alone, as compared to the student who avails himself of the combined knowledge of earlier workers in this and allied subjects? The latter has the advantage of results from literally millions of practical experiences and experiments brought together, boiled down, analyzed, classified, the inter-relationships between the many sets of facts explained, and by careful deductions the principles taught by the whole worked out.

But what of the man who would take up the work of advertising to-day? Can he commence a systematic course of study, taking advantage of what advertising men have learned by their experience of the past ten or twenty years? Or must he start out by the apprentice system of our forefathers and learn by wasteful experience at the expense of his business, which in turn passes on the waste to the public in the form of unnecessarily high costs? And what of our advertising men of to-day—are they contributing their discoveries to any central body of established knowledge, and are they reaping the benefits of the similar contributions of their fellows?

A science, as we all know, is a systematized, assimilated and digested collection of all the available facts bearing on a subject.

The question as to what facts are the essential ones to collect from the actual experience of a large number of advertisers, in order to work out a science for a national advertiser, involves an analysis, that as far as we know has never been completely made. And it is without the scope of this discussion to attempt such an analysis, except to indicate in a general way that it would include such items as investigating the

QUALITY

is what The Gazette is strong on—it is the foundation of its "advertising pull."

The Gazette - Montreal

goes to the representative Montreal Homes—it appeals to people of means and refinement, because it is

The Only English Morning Paper in Montreal

THE GAZETTE PRINTING CO., LIMITED

To-day "the Farmer is Coming to His Own"

THIS MEANS PROSPERITY AND GREAT INCREASE IN ALL LINES OF TRADE

The Farmer's Advocate and Home Magazine

London, Canada Established 1866

The oldest and most popular agricultural journal in Canada, stands qualified and ready to put you in communication with the wealthiest of the wealthy farmers who are reaping the profits in this farmer's age. Send to-day for sample copy and advertising rate card showing guaranteed paid circulation, **32,500.** Address

THE WILLIAM WELD CO., LIMITED
LONDON, CANADA

appropriateness of various classes of mediums for exploiting various classes of commodities under various conditions: the comparative value of preferred positions in general and as applied to various classes of goods in various stages of advertising development and distribution; the comparative effectiveness of large and small space and the circumstances under which each yields the best results: the value of continuity; the productiveness of illustrations, headlines, etc., and whether relevancy and irrelevancy are important upon first insertion or repetition; the importance of arrangement or composition of advertisements and the most productive forms of arrangement; the bearing of supplementary advertising of various natures upon national campaigns; the effectiveness of various sorts of advertising appeal, such as argument, "reason why," emotional, suggestive, the comparative effect of long copy, brief copy, pure publicity, etc., in the principal kinds of campaigns at their pivotal points of development; the locality and detailed character of circulation of the principle mediums of national circulation, together with the most efficient supplementary advertising to support the work in each medium; the most effective combinations in which the many mediums may be employed together, such as magazines, newspapers, billboards, street cars, printed matter, novelties, trade papers, the location, character and amount of circulation of all national mediums, the attitude of the public toward advertising, etc., etc.

All of those things are to be considered with reference to the character of the things advertised, length of time advertised, other selling efforts, conditions of competition and competitive advertising and distribution, and all the factors which can be recognized as entering into results and being traceable.

But some say that it will be impossible to get access as desired to the information which advertisers have bought so dearly by experience and large expenditures. We fully recognize that there will be a general indisposition on the part of advertisers to give up the necessary data at first, just as business men refused to give up vital information about their financial worth to the Bradstreet, Dun, and other rating agencies until they found that not to do so was poor business and placed them at a disadvantage with their competitors who had credit standing.

So would it be too great an indictment of the intelligence of advertisers to suppose that each will permanently withhold his comparatively unimportant portion of advertising data, when by giving it up, he can get in exchange the results of fifty, a hundred, a thousand or more advertisers, many of them larger, more successful and of longer experience than himself. Especially is this true when it is remembered that there is no necessity of giving out his individual experience, but that its greatest value lies in bulking

GOOD PRINTING PAYS BIG DIVIDENDS

As a manufacturer or a merchant, engaged in selling goods to others, you are naturally interested in good printing, because good printing is one of the most effective and economical of selling methods. And perhaps you, like many other business men of our acquaintance, would use more printing but for the bother of getting it up. You haven't the TIME to think up the ideas, plan out the details, do the writing, look after cuts, etc.

We are equipped, not only to do the mechanical printing, but we also have a staff of expert writers, artists and engravers to get your material in shape for the actual printing work.

NO JOB IS TOO LARGE OR SMALL

for us to tackle to your utmost satisfaction. We can give you perfect service on anything from a business card up to a big catalogue.

If you contemplate getting out any

Show Cards, Booklets, Circulars
Catalogues, Price Lists

or any other sort of printed matter, it will pay you to write us. Simply ask us to send a man along to talk it over, and to tell you all particulars about our complete printing service.

ACTON PUBLISHING CO. LIMITED

JOB PRINTING DEPARTMENT

59-61 John Street - Toronto

it with that of many others, classifying, correlating and discovering from the whole, what is universal in advertising phenomena. When confirmed so many times by so many different advertisers' results, the findings are a thousand times more illuminating and reliable than in individual results. Another point to be remembered is that there is very little of direct value to one advertiser in another single advertiser's result, because even two direct competitors have different problems to solve through their advertising, and the thing of immediate interest to one is not of immediate interest to the other. One may have distribution and need a greater demand from the public; the other may lack distribution and desires through its advertising to secure this. Or the policies under which they operate are so different as to make the results of a competitor's advertising meaningless to another. Again businesses are in different stages of development, so that the advertising which fits one would be entirely out of place when applied to another. It is only the general principles involved which are mutually interesting, and these are equally interesting whether from someone in the same line or someone in an entirely different line, so long as they are true.

Three things are needed—first an adaptation of the principles of art to the requirements of advertising. This is not a difficult thing and has already been successfully begun. Second, a new school of artists who will understand both advertising and art, just as the advertising man understands advertising and business. Third, we ourselves, must have an elementary training in the principles of arrangements so that we can convey our concepts more adequately to the artist and offer intelligent and definite criticism upon his work.

Optics, too, can contribute something to advertising, and so can economics, sociology, social psychology and English, together with all the other subjects which go to make up a well-rounded business training.

The two processes of gathering and analyzing advertising data on the one hand, and culling pertinent portions from allied sciences, on the other, are so distinct that they may well be separated in the preliminary stages.

With so much to do, the cooperation of other advertising organizations might wisely be sought. This is especially true considering that our membership is scattered widely over the country and can be brought together so rarely, whereas some of the work can be more advantageously done by local clubs where the members can review and discuss the findings of the committees in charge.—*Agricultural Advertising.*

* * *

A FIRM conviction may be a shaky foundation for an action.

* * *

IF you can't talk and listen, listen.

CANADA MONTHLY

WHY

It is unequalled as a medium for reaching the homes of the intelligent and well-to-do class of western Canadians.

BECAUSE

FIRST.—The editorial policy is unsurpassed ; the writers the best in Canada and the United States.

SECOND.—90% of its circulation is home, paid-in-advance circulation.

THIRD.—Its department for women insures its being read by the entire household.

FOURTH.—All stories, articles and art matter are exclusive and original.

FIFTH.—The territory covered (Western Canada), is the richest per capita in Canada—the readers the most progressive and well-to-do, also many other reasons that will bear investigation.

Vanderhoof-Gunn Co. Limited, Publishers

LONDON TORONTO WINNIPEG CHICAGO

The English-speaking population of Montreal is not blanketed by any one English newspaper.

Further, there is only one Montreal English paper whose circulation field is almost entirely free from duplication—

The Montreal "Witness"

Any assertion to the contrary is equivalent to saying that the sensational press of New York overlaps the circulation of the high-class New York "Times."

You can reach the New York "Times" readers only through the "Times."

You can reach the Montreal "Witness" readers only through the "Witness."

RECENT ADS.—GOOD AND OTHERWISE

By the Captious Critic.

HERE'S an English ad. of a product that has won favor in many Canadian homes. You can almost get a whiff of the

Here's a Treat
—Skipper Sardines for Breakfast! These dainty, succulent little fish make every meal a treat. A treat you will want to repeat to-morrow—that the children will want repeated for many to-morrows.
Remember it's Skipper Sardines their hearts are set upon. These plump little fish are full of the vital phosphorus essential to their fast-growing tissues, while the pure Olive Oil supplies the necessary fat in tempting and delicious form.
Skipper Sardines
A handsome Electroplated patent Sardine Server will be sent in exchange for 1/- postal order and one "Skipper" Sardine label. Apply
"Skipper" Sardines are guaranteed to have been caught in sea on only and to be packed in the purest Olive Oil or Tomato
ANGUS WATSON & CO., Newcastle-on-Tyne.
NORWEGIAN
SKIPPER SARDINES
ANGUS WATSON & CO
PACKED IN TOMATO

briny from the representation of the old salt at the top left-hand corner, the delicate little sea scene and open can with its succulent contents.

In artistic treatment and conception we venture to think this ad. is especially good—the face of the "skipper" at once catches the eye, and links up appropriately with the name of the sardine.

The reading matter, too, is strong, and the typographical display good, whilst the offer of a sardine server for 25 cents and one "Skipper" label is generous enough to meet with a ready response.

We have been led to believe that we are away ahead of the Old Country in the matter of effective copy, but we certainly have nothing on the copy-writer who can produce such excellent samples as this.

* * *

THE advertising of the International Time Recording Company of Canada is generally worthy of note.

Several pieces of copy which have come under our notice lately

How much lost time is figured in your pay roll every week—time that the concern pays for?

You can never know if you employ old-fashioned methods of timekeeping. With an

International Time Recording System

there is absolutely no waste—the employees who lose the time stand the loss—it is not saddled on the business.

You can absolutely check the time of every worker, whether day or piece. And it is quite as important to keep tab on the time of piece workers as day workers. an idle or late man means an idle machine and an idle machine means decreased production.

Besides stopping time leaks an International Time Recording System is extremely useful in making up the pay roll and paying off the men. A big economical expense and effort, prevents errors, gives an original record which the employee cannot dispute. And in case of dispute he is protected because he has the original record made by himself. Farness to the Employee. Farness to the Employer.

We shall be glad to show you exactly how an International System can be used in your business. Don't be afraid to ask questions. We have a staff of experts who are constantly working out time keeping ideas for every imaginable business.

WRITE FOR CATALOGUE "L"

International Time Recording Co. of Canada
LIMITED
19-23 ALICE STREET TORONTO
[illegible] ST. MONTREAL 418 SOMERSET BLDG. WINNIPEG

are indeed striking and bring out many of the features, which ECONOMIC ADVERTISING has been emphasizing in its recent articles.

Make your labels ADVERTISE your wares. We design and supply label plates for all manner of merchandise.

Legg Bros. Engraving Co.

5 JORDAN STREET TORONTO, CAN.

Examine the cut reproduced Here in the text we find clear cut, reasonable and convincing arguments against trusting to human agency to do a machine's work.

The scribe has sensed the condition that manufacturers are losing money, because of not checking their employees' time correctly, and he follows these arguments by pointing out how the International Time Recording System will overcome the difficulty.

Copy of this kind is unquestionably the most valuable, and there can be little doubt that it is a business getter.

If there is any fault to find, it would be with the set-up, which gives the ad an appearance of being top-heavy.

However, the best ad. is the one which sells goods, and we see no reason for not thinking that this fulfilled its commission.

* * *

APART from its oddness of layout, emphasizing seven special lines marked down for rapid clearance at the cost of a dime a day, the ad. of the Hill Piano Company offends the Captious Critic's feelings by the extravagance of its language.

Even the bard of Avon when he declared that, "the man that hath no music in himself—is fit for treasons, stratagems and spoils," probably would have hesitated to assert that music was a panacea for all ills.

Yet we find that music, from the Hill people's standpoint, acts as one of the greatest nerve tonics in the world, beautifies the countenance (a beauty cure for 10 cents a day), builds up health and strengthens the will.

This is the kind of balderdash that may influence a very small section of the unthinking public, but the man who sets out to buy a piano for a lifetime does not usually buy a "pig in a poke."

The style of advertising which

REMEMBER NOTHING DOWN AND ONLY 10c A DAY
Buy Your Christmas Piano at our Great Piano SALE
REMEMBER NOTHING DOWN AND ONLY 10c A DAY
ONLY 1 DAY MORE
Time is Getting Short
Dangerously Short
Let Nothing On
Earth Keep
You Away
Organs
AT YOUR OWN PRICE
SPECIALS FOR THURSDAY
COME! COME!
DO IT NOW
Compare the Opportunities Here With What You Know Exist Elsewhere
Store Open Evenings Until 10 p. m.
HILL PIANO CO.
135 EAST WATER STREET
DON'T WAIT

shouts "bargains" all the time, without reference to quality, is rapidly falling into disuse.

Tonal quality, responsiveness of action, perfect stringing, a modern frame and beauty of case play such important parts in the selection of a piano that the price end falls into insignificance.

If the Hill people sold all their

Volume of "Wanted" or Classified Advertising Carried, Indicates Standing of Daily Newspaper.

YOU have observed in every city ONE daily paper which stands out prominently above ALL others. That paper is invariably the one which carries the greatest volume of "WANT" or classified advertising.

In Winnipeg the Free Press carries this class of advertising greatly in excess of any other publication. In fact the Free Press has become recognized as a sort of a "Clearing House" for "WANT" or classified announcements in Western Canada, carrying over sixty columns of this business in a recent issue.

Sworn Net Daily Average Circulation for 1911, 54,419, for January, 1912, 56,678

Free Press

WINNIPEG

Eastern Canadian Representative:
EDGAR J. GUY, Canada Life Bldg., TORONTO

pianos "by Saturday night" as a result of this advertising, then the piano-buying public of the great American republic are greater fools than we took them to be.

* * *

Among the best of recent automobile ads. which have come under our notice, is one reproduced of the Russell Motor Car Co., Toronto.

The lay-out is more than good—it is excellent, the type being well regulated as to size, with lots of

The Climax of Russell Success
Never Before An Exhibit Like This
Self-starters Electric Lighting Outfits all the Newest Ideas in Design and Equipment
THE 1912 RUSSELL offers you not one or two great features only but many of them—not some minor little improvements here and there, but such a complete and overwhelming excellence at every point that this car must argue its own way into your respect
PROMINENT among these features is the world famous Knight Motor, whose three "silent sentinels" A motor so powerful so quiet, so simple, so smooth, so universal that practically every high grade car in Europe and America has adopted it—more than three times as many as all others
THE Russell Car has the Knight Motor and is the only car for Canada, and with it a beauty and strength of design, a quality of high grade construction and an opulence of equipment and finish that makes the 1912 Russell worthy the very best of the great Automobile Show and the supreme Motor Car value of the year
And always remember, when you look these cars over that the Russell factory is in Canada and one of the best equipped in America. The Russell Company is already here in our midst, that you get satisfaction. The Russell dealerships are everywhere—you are never out of reach with us
The 1912 Models.
See the display of 1912 Models at the Toronto Motor Show
RUSSELL MOTOR CAR CO. LIMITED WEST TORONTO Makers of High grade Automobiles
Toronto Branch 130 Bellwood Street
Montreal Winnipeg Regina Calgary Vancouver Victoria

white space. The cuts are also worthy of mention, while good taste and judgment is shown in the little touches of nature exhibited at the lower corners. Speaking collectively of the set-up it could be characterized as a model of good typography.

The text throughout is interesting and forceful, driving home reasons why persons interested in a car should look at Russell 1912 models.

There is little doubt that advertising of this description does a great deal to heighten the reputation of the manufacturer, besides selling his cars.

THE GIANT OF THE AGES

Courtesy of Arthur Elliot Sproul

I came. Instant, upon man's midnight burst midday.
The whole round world I survey with my tireless orbs.
No act escapes.
Lightnings I harness to my ponderous car, and the earth quakes beneath the onset of its wheels.
In wrath I strip the glittering rags from hypocrites high placed, who naked cower in the all-searching light;
Yet I have tender moods, when my great heart throbs fast with sympathy for the oppressed of earth.
Sweet is it, too, to me, to breathe a benediction on the head of him who—thinking of God the while, not self—pours out his bounty to uplift his race.
Power immense is mine. The puny strivings of a king I make my jest. My word is law.
Feared am I, hated oft, loved seldom—yet I would not evil do, but good.
Imperfect yet, alas! despite my strength and lofty aim, because I human am and never else can be. Yet I may come near to Christ by patience and endeavor, like the humblest.
I am what I am made—not what I would be and may yet become.
I am **THE PRESS.**

TORONTO AD. CLUB

MEMBERS of the Toronto Ad. Club are to be congratulated on the activity they are showing in the organization of Ad. Clubs in various parts of Ontario. In addition to those already started, delegates from Toronto have been instrumental in forming an Ad. Club in Hamilton with 48 members, and one in Ottawa with 50 members.

This kind of work should carry considerable weight with the delegates when they come to select the meeting place for the 1913 convention.

On February 6th at the weekly luncheon, Chas. Stone, of Michie & Co. spoke on the advertising of requisites for men, women and children in the home. His talk, which was both interesting and instructive, was practically a review and criticism of a large number of newspaper and magazine ads. culled from recent local issues.

Some of the criticisms were, perhaps, a little wide of the mark, but they had at least the saving virtue of containing a whole lot of hard common sense. As a number of copy writers were present, the favorable or adverse criticisms were listened to with interest.

John M. Imrie reported that 93 out of 128 Canadian dailies had contracted to use the advertising copy being put out by the Canadian Press Association. The Toronto Ad. Club have the preparation of the copy in hand.

* * *

A. E. Dean spoke on February 13th on Financial and Business Advertising, and thought it was unfair to criticise financial advertisements without knowing the problems which confronted the copy-writer.

Financial advertising was of three kinds—that of the banks, who had only service to offer, that of the share and bond houses, and that of the commission houses and mining brokers.

Although the banks were making from 13 to 18%, they, with two exceptions, confined themselves to the use of cards, and to the publishing of the names of directors and annual reports. The trust houses had a larger license under their charter than the banks, and were doing a little better.

The share and bond companies have something to sell, and in some instances their ads. were forceful and attractive to those looking for investments. This kind of advertising ought always to be simple and logical.

The commission houses and mining brokers were limited to what they believed they could do. The mining speculator usually lasted two years—then he was either cleaned out or reformed.

A cursory review was also made of government, store, office, factory and real estate advertising.

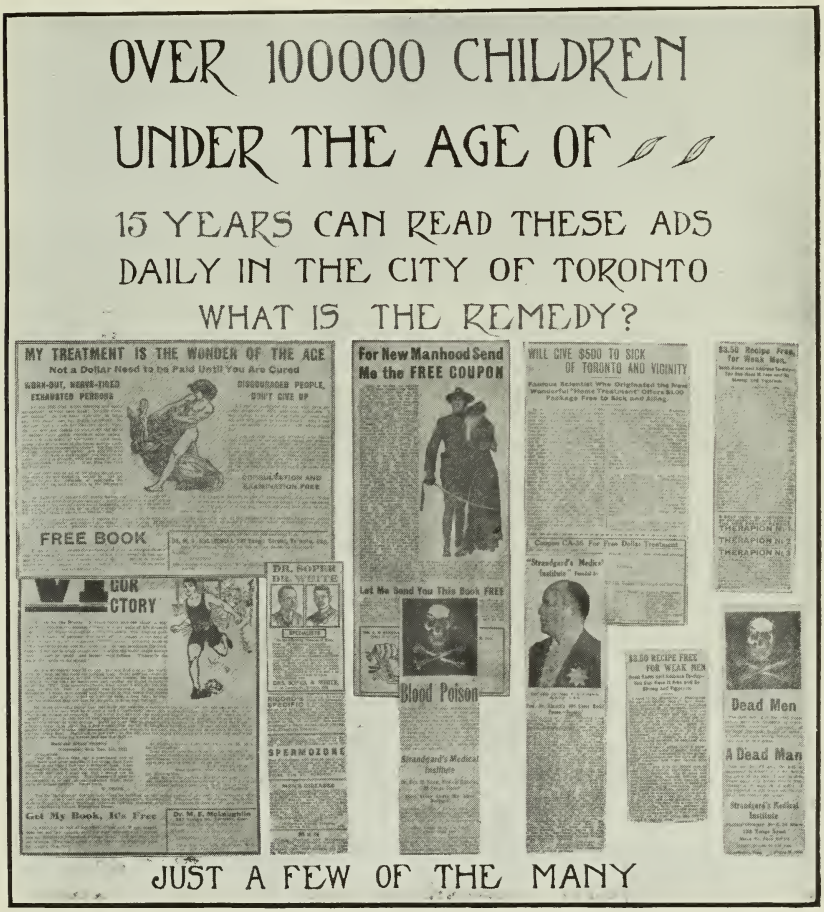
* * *

A DISAPPOINTMENT was in store for the members on Thurdsay, Feb. 22nd, as G. H. Perry, of New York, who was scheduled to speak, got snowbound on the Western

train and could not make the luncheon.

The opportunity was taken to receive Committee Reports from Messrs. Rook, Edwards, and Lydi-

Boston, gave a short address on the relation of printing and advertising, and claimed the advertising business was dependent for its very existence on printing.


OVER 100000 CHILDREN
UNDER THE AGE OF
15 YEARS CAN READ THESE ADS
DAILY IN THE CITY OF TORONTO
WHAT IS THE REMEDY?
MY TREATMENT IS THE WONDER OF THE AGE
Not a Dollar Need to be Paid Until You Are Cured
FREE BOOK
For New Manhood Send Me the FREE COUPON
Let Me Send You This Book FREE
Blood Poison
WILL GIVE $500 TO SICK OF TORONTO AND VICINITY
$3.50 Recipe Free, for Weak Men
THERAPION No. 1
THERAPION No. 2
THERAPION No. 3
Dead Men
A Dead Man
$3.50 RECIPE FREE FOR WEAK MEN
Get My Book, It's Free
SPERMOIDINE
JUST A FEW OF THE MANY

t, the latter speaking on the ganization of a Canadian division r the Associated Advertising ubs.

of Mr. Porter, of the Oxford Press,

The printer was generally regarded as a pretty low down sort of chap, but it was a fact that the printing trade was the seventh largest industry in the States.

Cost conferences had done much to educate the printer, but there were still hundreds who were selling their wares at an actual loss.

The support of the Boston delegates to Dallas was pledged to Toronto in their efforts to get the convention for 1913 in Toronto.

* * *

LADIES' NIGHT—the first organized effort to enlist the sympathies of the members' lady friends proved a huge success on February 23rd. Euchre was varied with harmony, humor and the daintiest of refreshments. Mesdames Nixon, Patterson and Cassan were prize-winners among the ladies, and Messrs. Brigden, Edwards and Cassan carried off the awards set aside for the men. "Big Ash," as usual, made an efficient master of ceremonies.

A generally expressed wish for a further gathering of a like nature indicated that a most enjoyable evening had been spent.

* * *

F. W. HUNT, of the Massey-Harris Company on February 27th gave a most instructive talk on the advertising of requisites for farming.

The Canadian farmer, he pointed out, was as much a business man as the city dweller, and the thirty agricultural colleges scattered throughout Canada were to a large extent responsible for his uplift.

Book farming was no longer a joke; it must go hand in hand with the more practical kind, and was a necessity to the successful modern farmer.

Advertising could do much to remove the farmer's antagonism to the high cost of repairs and spare parts, by pointing out the enormous capital required to provide these necessities at short notice.

Ads. addressed to the farmer should avoid carefully the use of very small type. The artificial light in the average farmhouse was poor, and small type was difficult to read.

In advertising farm lands, a bare statement of facts was insufficient—the advantages should be fully presented.

Unfortunately, the advertiser's optimism often got the better of his veracity when writing farmland copy.

Co-operation was rightly the feature in the successful advertising of farm buildings, and different conditions made it necessary to write different ads. for the East and the West when advertising farm implements.

A review was also made of the salient points in the good advertising of live stock, engines, telephones, markets, and farm papers Patent medicine advertising was condemned in unmistakable terms.

Mr. Hunt concluded by suggesting that education and co-operation were the two chief points to be featured in good agricultural advertising.

* * *

A MEETING of Canadian Ad. Clubs affiliated with the Associated Advertising Clubs of America, was held in the rooms of the

Toronto Ad. Club on the evening of February 22 for the purpose of organizing a Canadian division. Representatives were present from Montreal Publicity Association, the Ottawa Ad. Club, Peterboro Ad. Club, and Toronto Ad. Club.

The following officers were elected: president, W. A. Lydiatt, of J. J. Gibbons, Limited, Toronto; first vice-president, William Findlay, of the Ottawa *Free Press;* second vice-president, J. J. Gallagher, of the Acton Publishing Company, Montreal; secretary, Adam F. Smith, of Office Specialty Compnay, Toronto; treasurer, J. R. Aylesworth, of Stanley Mills & Co., Hamilton; directors, George T. Koester, of the Winnipeg Ad. Club; K. S. Fenwick, of Quebec Ad. Club; W. G. Rook and F. W. Hunt, of the Toronto Ad. Club.

* * *

"Advertising and Sales" was the theme of J. C. Kirkwood's address at the weekly luncheon March 5th. Many manufacturers, he pointed out, were content simply to manufacture their product, but they should go further and be willing to carry the burden of selling the goods themselves. Advertising wasn't the complete solution of the sales problem, although its mighty influence was now more generally recognized.

When the clever solicitor exaggerates or distorts the value of a medium, harm is done to advertising, although he may really believe he is capable of solving the problem. But advertising is a far bigger proposition than merely using one medium.

Each problem should be most carefully deliberated, and the sales or advertising manager should be given the fullest power to carry out the plan agreed on.

Nor was advertising the solution of the sales problem with the retailer. His store must be bright and pleasant, his service something above the ordinary, his window displays attractive and his goods right. And he must advertise always in a positive, progressive manner. The manufacturer can be of immense help to the retailer through the medium of the trade press and by supplying snappy literature, show cards, folders, and other selling helps.

Selling is bigger than advertising, and is the hardest game in the world.

It requires sane and deep thinking, and broad and wide planning.

The president's report of his trip to Cedar Rapids, Levenworth, and Dallas was enthusiastically received, and the chances of the 1913 convention for Toronto are decidedly bright if every one will get out and hustle.

VALUE OF A TRADEMARK

Just to show all those good Canadians who wear boots and shoes what the value of a trademark on footwear is, here is a short story.

There is a shoe store not a hundred miles from Montreal where the salesmen and women cooperate with the management in a unique system of graft.

A customer comes into the shop.

asks for a pair of boots and states the size. Salesman ransacks the shelves, crouches on his little stool, tries various widths and shapes on the customer's stocking-ed foot until a comfortable fit is obtained. Then—

"How much are these?"

"Six dollars, sir."

"Heavens and earth, I don't want to pay six dollars for a pair of boots."

Salesman scratches his head, picks the empty shoe-box from the floor and gazes hard at the hieroglyphics on the end.

"Tell you what I'll do," he says, "make them five-fifty."

Price drops gradually.

They haggle. Salesman eventually gets up and goes to rear of the store, apparently to consult the manager. Comes back.

"Manager says this is the last pair in the shop. Let you have them for four-fifty."

Deal closes. Curtain.

On each pair of shoes in stock there is a "lowest sale price." Each fifty cents over that price that can be obtained from the customer is called, in the vernacular, a "spiff," and the salesman who "gets away" with it receives fifty per cent. of the amount overcharged.

Practices of this kind, although by no means general, could not be carried on if the manufacturers put out trade-marked products, upheld a "one-price system" and made use of general advertising to educate the consumer on the question of values.

THERE'S A REASON

And a good one, too, why advertisers find it profitable to use the columns of

The Regina Leader

It is because more people read The Leader than any other paper in Saskatchewan

Sworn Average daily circulation for November 8,873 Three Editions: Morning, Evening, Weekly

WRITE FOR RATES

The Leader Publishing Company, Limited

REGINA, SASK.

Special Representative, Edgar J. Guy, Canada Life Building, Toronto

ART AND ITS RELATION TO SALES

By Edward H. Acree, a Strong Article by a Leading American Authority.

IT matters little how carefully a piece of copy is prepared, or how much brain work is put into it, unless it attracts sufficient attention to insure its being read and acted upon by the reader. That is the first requisite—the supreme test as far as art is concerned.

Art, then as applied to advertising, means the manipulation and arrangement of type, headlines, display lines, borders, ornaments, illustrations, backgrounds and colors in a manner that compels favorable attention, first to the advertisement, then to the goods.

A master salesman, capable of the most powerful argument possible to conceive, may enter a business establishment, find his way to the cellar or roof or some other remote place and deliver a harangue that would make Bourke Cochran green with envy, but, if he fails to reach the ears of the man who signs the dotted line, his mission is a failure. You must get to your man before you can sell him. Getting to your man is the function of art in advertising.

Eloquence—logic—reason— argument—persuasion— inducement all are essential in their proper place and relation; but they don't come first any more than a man should don his "Hart, Schaffner & Marx" before putting on his "B.V.D's."

An advertisement is a salesman in print. Its function is to sell goods or to mold public opinion. If you try to make anything else of it you pay the penalty.

It must be dressed appropriate to the occasion and to the class of people to which it is directed.

It must conform to certain rules of propriety, laws and customs or be classed as a freak.

We have circuses and museums for freaks, and they are sources of revenue no doubt to the proprietors of such places, but there is little use for them elsewhere.

Dress a man in a green hat, a pink necktie, a lavender suit and red shoes. Start him up Broadway from the Battery. He will attract attention, lots of it, but if he reaches Park Row without being sent to the "bug house" for repairs I miss my guess.

It is *favorable* attention that is required in advertising.

The successful personal salesman must conform to custom in his manner and attire. He must be clean and groomed beyond reproach. He must have an air of prosperity. He may be built to the proportion of 600 lines single column, or six inches across the page. It doesn't matter. The law governing his appearance is inviolable.

Furthermore, he must be sure of himself and sure of his goods. If he has failed to sell himself there is small hope of his selling any one else. His confidence or lack of it sticks out all over him. If he

slinks in like a whipped dog with his tail between his legs, when he goes to sell a man, he is licked before he opens his mouth. He must have confidence. He must be the bigger man, he must dominate the situation for the moment at least. for nothing breeds confidence like confidence. He must have a personality and manner that command respect, but it must not be overdone to the point of monotony. A little variety is the spice of life —and of salesmanship.

The same law applies to the printed salesman, except that *it* cannot cleave quite so closely to conventionalities. It must have some distinguishing and dominating feature, peculiarly its own—as it necessarily must stand and be judged side by side with its competitors.

You wouldn't think of sending your office boy on the road to sell goods—then why send out literature that bears all the earmarks of a $5.00 a week clerk?

If your advertisement is well laid out and designed with due regard to the law of optics, the principles of appeal and response, and is within the pale of good art, it will compel the attention of a larger proportion of possible customers than if it is a jumbled, thoughtless, aimless, straggling mass of type and illustrations that *conceal* rather than *express* the thought in the copy.

By art, I do not mean mere prettiness. The advertisement that is merely pretty can be classed with the freak so far as selling value is concerned. It directs attention to itself rather than to the goods it seeks to sell.

Art in advertising does not refer altogether to illustrations and decorations, nor does it mean the perpetrations of those whimsical and impecunious individuals who wear long hair, flowing neckties and have dirty finger nails.

An advertisement set in plain type, may conform to the rules of good art better than an illustrated one.

The art in an advertisement is the magnetic force and strength of its appearance—its stop value—its expressiveness—its pertinence and relevancy.

The better the art the more clearly, the more definitely the message is expressed.

It is the art that brings out the idea—the thought back of the advertisement, without forcing the reader to hunt for it—a thing he is unlikely to do of his own free will—so it is the function of art to make it easy for him. About one in every five of us has defective eyesight anyway, and that fact should be taken into consideration.

A hidden idea means poor art.

Did you know that a food advertisement, for instance, can be so designed and constructed as to actually appeal to the appetite, whether a single word of the copy is read or not? It has been done. Pardon my resort to personalities, but a short while ago I designed a candy box without any illustration on it for a large concern, but before submitting the design for approval I tested its appeal to the appetite.

It was shown to a number of young ladies, separately and individually. No suggestions were made to influence their train of thought. But without exception they said: "It looks good enough to eat, the candy must be very fine," or something to that effect. This illustrates the relation of art to sales and it can be applied equally as well to any product from pills to poodles.

The effect of color on the subconscious mind is a subject that every advertising man should give deep thought. Its influence upon the pulling power of an advertisement is too pronounced to be ignored. Following the natural law that governs the effect of color on the human mind, it would be foolish to use warm colors in an advertisement of ice cream. The selling appeal would be greatly weakened.

To print an advertisement of furs, for instance, in a cold blue, green or gray ink would vitiate its subconscious appeal to a great degree. You may say: "Why not make it cold so the prospect will feel the *need* of furs?" There is something in that I admit, but, on the other hand, why burden your copy by forcing it to overcome the chilly feeling the color scheme has already given the prospect before he reads a word of your copy. Would it not be infinitely better to make your prospect *feel* the glowing warmth of the furs you are writing about, and thus strengthen the appeal of both the copy and the color scheme by making them pull together rather than by pitting them against each other—the copy going to one extreme and the color scheme pulling in the opposite direction?

Another point many advertising men apparently ignore and to their loss, I believe. Can you imagine the effect on your mind of a pyrotechnic color scheme of red and yellow on a car card, advertising steam radiators, in the New York subway in July? Doesn't it make your blood boil? Can't you feel your collar collapse in a deluge of perspiration?

Would an advertisement of bungalow sites in Lonesomehurst, printed in frigid colors in a January magazine stimulate you to break the speed record to catch the first commuters' train so you could make an early selection and avoid the rush? I hardly think so. It seems rather difficult to "warm up" to a proposition after you have been frostbitten while reading about it.

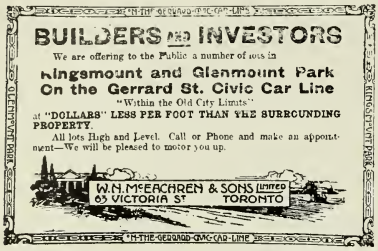
How on earth a man expects to sell his goods to folks he has made feel uncomfortable, I have been unable to solve. A doctor is the only man I know of who can successfully get away with that brand of psychology.

So, we see that as an advertisement is intended to direct the minds of possible customers toward your goods, through the thought expressed in it, it must first rivet attention to the effect the desired purpose.

Art and copy are twin brothers —as inseparable as the Siamese twins.

We have learned from the law of optics and from common experience

that the eye is attracted to certain forms without effort. The eye unconsciously follows a line to its end, or is attracted to a spot of color that contrasts with its surround-


BUILDERS AND INVESTORS
We are offering to the Public a number of lots in
Kingsmount and Glenmount Park
On the Gerrard St. Civic Car Line
"Within the Old City Limits"
at "DOLLARS" LESS PER FOOT THAN THE SURROUNDING PROPERTY
All lots High and Level. Call or Phone and make an appointment—We will be pleased to motor you up.
W.N. McEACHREN & SONS LIMITED
65 VICTORIA ST TORONTO
IN THE GERRARD CAR LINE

A neat and attractive ad. featuring location and low price.

ings. There are forms that are agreeable and pleasing to the eye, forms that not only attract but are really welcome to the eye. The eye unconsciously seeks them. If you turn to a perfectly blank page the first place your eye will strike is a point slightly above the centre. This is called the optical centre. If you will examine your calling cards you will find upon measuring them that the printer has placed your name a little above the center. If he had printed your name precisely in the center, the card would appear to have more white space above than below the name, which would spoil its balance and kill its attractiveness.

Being familiar with this law, it is obvious that whatever you wish to feature in your advertisement, your booklet, your folder, your catalogue or what not you should be placed at or near the optical center. As that is the first place the eye strikes it is, of course, the most prominent place.

We are accustomed to read the English language from left to right and from the top down, consequently our advertisements should be constructed to conform to that custom and should endeavor to lead the eye along familiar and natural channels. If we are advertising our goods to the Chinese or Japanese in their native language the opposite course would be necessary, as they read from left to right and from the bottom up.

It is only through the eye that the reader's mind can be reached, and it is the form of your advertisement, the distribution and harmony of colors, the relation of masses, tones and white spaces, appropriateness, expressiveness and relevancy that attract and hold the eye. It is the art that grips your prospect, while the copy hammers home your message. Art then has a very heavy bearing on the work of an advertising man

Tells the tale well.

and he cannot afford to be indifferent to it. It is part of his language, and language is essential to expression—and results.—*Newspaperdom.*

MEN AND MEDIA

THE Federated Press, Limited, of Montreal, printers and embossers, sent us Valentine greetings of a highly artistic character. This well-known firm evidently have the facilities to turn out the best class of work.

* * *

An error crept into our notice of the Canada Story Press, Limited in our February number which we are glad to rectify. This new magazine section of eight of our leading dailies is to be issued monthly and not weekly as stated, and H. B. Muir is the advertising manager.

* * *

Commencing with January number the Toronto Ad. Club is issuing a monthly magazine, which has been named *The Adman*. This little journal is of convenient size, and very attractively printed and arranged, and contains, besides contributed articles, full details of the club doings and notices, and verbatim reports of all luncheon and dinner speeches. *Tac Talk* still appears in reduced form at intervals, and does much to keep alive the convention spirit. Wm. G. Colgate is responsible for the production of *The Adman*, with H. T. MacDonald as associate editor. We wish the venture every success.

* * *

Subsequent to his visit to Toronto, president Geo. W. Coleman visited Ottawa and Montreal accompanied by members of the Toronto Ad. Club, and at each point enthusiastic meetings were held. The Montreal Ad. Club has joined the Associated Advertising Clubs of America.

* * *

MEMBERS of the Eastern Division of the Associated Advertising Clubs of America met in convention on March 7th at the Waldorf-Astor Hotel in New York city.

Interesting papers were read by A. W. McCann on "Fraudulent Advertising; by Herbert S. Houston on "The Real Purpose of an Advertising Club," and by H. B. Humphrey on "Efficiency in the Organization of an Ad. Club."

At the annual banquet, Don C. Seitz, business manager of the *New York World* gave an admirable "On to Dallas" speech.

* * *

A MOST gratifying increase in circulation is sworn to by the business manager of the *Montreal Daily Witness*—an increase all the more valuable as this newspaper circulates in the better-class homes of the district.

* * *

M. J. HUTCHINSON, who with T. J. Tobin and Geo. E. Fraser, has been a partner with the Acton Publishing Co. in the three papers, *Dry Goods Record*, *Ready-to-Wear*, and *Men's Wear* disposed of his interest to Messrs. Tobin and

Fraser and accepted the position of advertising manager of *The Regina Leader*. Mr. Hutchinson left for Regina on March 9.

* * *

W. W. Johnston, late of the Gibbons Agency, has been appointed advertising manager of W. A. Drummond & Co.

* * *

We regret to record the death of G. H. Tudhope, formerly advertising manager of the T. Eaton Company, and more recently in business for himself as an advertising agent.

* * *

E. Sterling Dean, for sixteen years with the Toronto *Telegram*, has opened an advertising agency in this city.

* * *

How's this for real advertising waste? A poster advertising a well known brand of chocolates recently appeared on more than one hoarding in a residential section of Toronto, and it was entirely worded *in French*.

And poor old advertising would certainly get the blame for not influencing business from this quarter.

It was, probably, an error, but its appearance in Toronto was certainly ludicrous.

* * *

The first Cost Congress of Eastern Canadian printers was held at the King Edward Hotel, Toronto, on February 22nd and 23rd, and proved an unqualified success, both from its educational value and from the excellent attendance of members.

A number of leading Canadian printers gave excellent addresses on Cost Systems and other related subjects, and among the visitors who also took part in the deliberations were R. J. Hausauer, of Buffalo, H. P. Porter, of Boston, and G. H. Perry, of New York.

We understand that these conventions are to be annual affairs

* * *

The recently formed Hamilton Ad. Club have elected the following officers for the ensuing season.

R. T. Kelly, president.

F. R. Smith, first vice-president.

P. H. Douglas, second vice-president.

T. F. Kelly, secretary.

J. R. Aylesworth, treasurer.

D. B. Wood, J. Morris and G. H. Schnelbaiker, executive committee.

T. M. Wright, F. L. J. Sheldon, Benson Johnson, Louis Mack and R. L. Smith, membership committee.

T. C. Howard, J. B. Graham and C. A. Murton, finance committee.

George Davis, R. Davis and J. Grant Henderson, publicity committee.

F. C. Mills, H. W. Thomas, A. L. Page, T. J. Crompton and A. Temple and the president, entertainment and educational committee.

W. J. Shaw and E. R. C. Bower, auditors.

Geo. H. Perry, advertising counsellor of New York, gave an interesting address on "Waste in Advertising" at the weekly luncheon on February 29th.

THE CIRCULATION OF

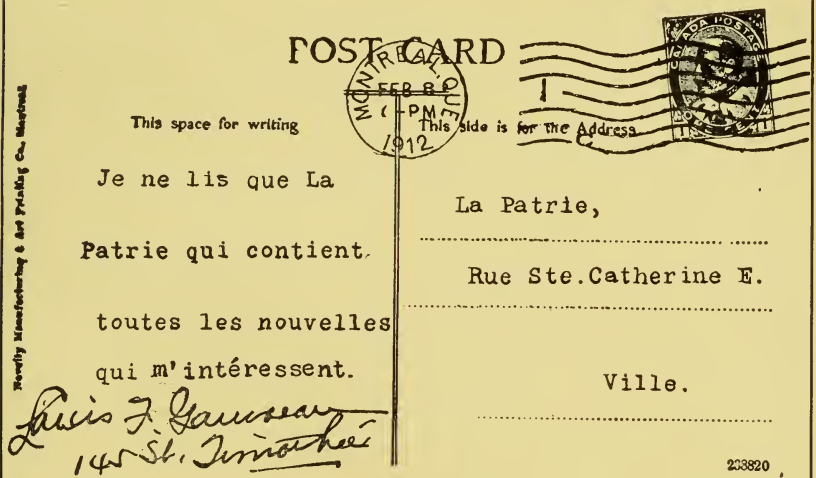
"LA PATRIE," MONTREAL

IS NOT DUPLICATED

We have recently inserted in "LA PATRIE" full page lists of several thousand names and addresses of people in Montreal, who read "LA PATRIE" every day, and no other French paper.

We have still very many thousands of names and addresses which will be published from time to time in "LA PATRIE."

Here is a fac-simile of one of the thousands of communications we have received.



The present sworn statement issued by "LA PATRIE" shows:

Over 49,500 every day.
Over 57,000 on Saturdays.

La Patrie

MONTREAL, - - CANADA

The only French paper that has proved by facts that its circulation is not duplicated.

TORONTO REPRESENTATIVE:
E. J. GUY, Room 61, Canada Life Building.

The Globe
TORONTO

WHY MANUFACTURERS USE THE GLOBE.

Because they get high **quality** in circulation as well as great **quantity.**

They get a **national** medium; a newspaper which is known as well in Halifax and Vancouver as it is in Toronto.

And they get a newspaper which has been giving a strong, enterprising and fearless news service almost as long as Canada has been Canada.

Whether they agree with its opinions or not, public men and business men read The Globe. It is read as eagerly in the **Home** as it is in the **Office.**

DO YOU SELL TO OFFICE OR TO HOME?

In either case you should talk to your consuming public through **The Globe.**

It goes to **intelligent men** who want to hear about improved machinery, better equipment, new processes.

It goes to **progressive women** who wish to make their homes beautiful and attractive and well-furnished.

It goes to homes where boys and girls are alert about new ideas and novelties.

WHAT HAVE YOU TO SELL?

If it is anything that can be sold in Canada, its sale can be broadened and increased by advertising it in

CANADA'S NATIONAL NEWSPAPER

APRIL—1912

Economic Advertising

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WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING, TORONTO, CANADA

Phenomenal Increase In Display Advertising

The Daily Star

Increased its volume of display advertising during the month of February, 1912, over the corresponding month of last year,

533 Columns

A much greater gain than that of any other paper in the city.

The Star's percentage of increase in circulation, during the past ten years, in comparison with the other five Toronto daily papers is as follows:

THE STAR . .	**415**	**per ct.**
Second Paper	107	"
Third Paper .	97	"
Fourth Paper .	70	"
Fifth Paper .	18	"
Sixth Paper .	7	"

The Star Printing and Publishing Co., Limited

18-20 King St. W., TORONTO

The Star

has the QUALITY of circulation which brings results to advertisers, hence they not only continue to use it year after year, but increase the amount of space used.

United States Representatives

C. H. EDDY
5024 Metropolitan Building
NEW YORK

EDDY & VIRTUE
People's Gas Bldg.
CHICAGO

A Monthly Magazine published in the interests of Canadian Advertisers

Economic Advertising

ADVERTISING RATES

	1 month.	6 months	12 months.
1 page.	$20.00	$110.00	$200.00
½ page.	12.00	60.00	110.00
¼ page.	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

Vol. 5. Toronto, April, 1912. No. 4

STRAIGHT TALKS

ADVERTISING IN SUMMER

WITH a blizzard blowing at the time of writing and eight inches of snow on the ground, it seems premature to talk of summer activities, yet it is none too soon to determine your policy with regard to your advertising in the summer months.

It is an indisputable fact that many advertisers either curtail or completely cut out their advertising during June, July and August, and we will endeavor to show that this policy is not only inadvisable, but ruinous to the success of the whole campaign.

It is the constant drop of water which wears away the hardest stone, and it is difficult to find any justification for breaking the continuity of your advertising by slackening off during the hot weather.

As far as the necessaries of life are concerned, there is an equal demand to that in the winter months, and with almost any other commodity, except, of course, purely seasonable articles, it is safe to assert that people do not stop buying in hot weather.

Keeping everlastingly at it, moreover, gives the man who advertises in the summer an advantage over his non-advertising competitor, and the leeway which the latter has to make up in the fall must surely present an expensive and difficult problem.

In the summer people do not work so hard. They have more leisure time—more opportunity and inclination for reading the newspapers and lighter kind of literature, and for the very reason

Canada's Greatest Newspapers

Represent **popularity** based upon proven business **integrity** and foresight and upon editorial discretion and **alertness.**

They are the best printed, **fastest growing** and **most enterprising** papers in the Dominion.

They have won public respect and confidence and become **home** papers, old-established.

The Monthly Magazine Sections

PUBLISHED BY THESE PAPERS, CIRCULATION

Over 220,000 Copies

Represent the greatest advertising value in Canada at $1.00 per agate line. Let us show you the proof.

CANADA STORY PRESS, LIMITED

General Managers for the Monthly Magazine Sections

TRADERS BANK BUILDING – TORONTO

that they have more time for reading they have more time for reading advertising.

The tendency of the modern housewife, especially in hot weather, is to save her steps, and avoid the glaring pavements and stuffy stores by planning her shopping with the aid of newspaper advertisements—and the advertisers whose announcements are missing for a time must inevitably experience a loss of trade.

It is not too much to say that newspapers have an added value in the summer. In Canada nearly every class finds time for a period of relaxation and pleasure amid the charms of countryside, lake or river.

The daily paper follows them from home, and every column is read with an avidity that is absent at other times. It is practically the only channel for the news of the day available, and its advertising interest is not divided with store windows, bill boards, street car cards and counter displays.

Then, again, the wise manufacturer keeps on advertising, if only with the idea of building up impressions that will fructify later on. There is no division of interest. Ads. are read more thoroughly than at other seasons because the mind is not occupied by business or household worries.

Do you realize that vacation time has a great tendency to break up buying habits? The housewife returns from her holiday and in many cases changes her dealer, because she can buy some advertised article at another store. Here's where continuous advertising can make good for the manufacturer and dealer alike.

And it must be remembered also that, although many people are out of town, there is always a constant inroad of visitors and tourists, and the total number of inhabitants varies but little.

For any single one of these reasons the wise advertiser will keep everlastingly at it, and the result will be a splendid increase in sales in what is generally regarded as the "slack" season.

ON TO DALLAS

It seems trite to remark to an audience of men interested in advertising that it is to their own material interest to use every endeavor to make the trip to the Dallas Convention next May. As it has been wisely put, "It isn't whether you can afford to go, but rather whether you can afford *not* to go."

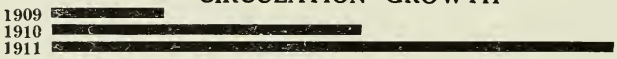
The programme of activities, though not yet complete in all its details, is comprehensive enough to indicate just what measure of benefit and pleasure is promised to those who accept the hospitality of the open-hearted South.

Opening on Sunday morning, May 19, with service in all the leading churches, the pulpits being occupied by leading advertising

Growth of Acton's Trade Newspapers

The growth of the Advertising Club movement did not just "happen." It is the result of the working of a plan along logical lines. There has been just that well thought-out policy behind each of the Acton trade newspapers. The result? Look.

CIRCULATION GROWTH



and the circulation of all papers was *good* in 1909 at that. Circulation growth proves the grip a paper or a group of papers has on its readers as a result of aggressive work backed up by an excellent editorial policy. Having secured this hold on the readers there can only be one result. That is:

GROWTH IN ADVERTISING

Notice that the proportionate growth is almost identical with growth of numbers of readers. But being greater, as it is, it proves conclusively that advertisers are not only satisfied with *quantity*, but more than so with *quality*.

THIS IS THE GROUP

MEN'S WEAR READY-TO-WEAR DRY GOODS RECORD
THE FURNITURE JOURNAL PAINTER AND DECORATOR
BAKER AND CONFECTIONER
SHOE AND LEATHER JOURNAL
FUNERAL DIRECTOR AND EMBALMER

If you are interested in any of this group you can obtain full information for the asking. We are glad to prove the quality of attention the merchant gives to his Acton trade newspaper.

ACTON PUBLISHING CO., Limited

Head Office, Toronto, Canada
East Canada, Coristine Bldg., Montreal

CHICAGO	NEW YORK	LONDON, E.C., Eng.	MANCHESTER, Eng.
4057 Perry St.	46 W. 129th St.	65 Fleet St	92 Market St.

men, this convention is making a decided innovation in both advertising and church work.

Sunday afternoon will be taken up by the Union Meeting and concert, also the Get-Together Meeting in the evening will help to make the various delegates acquainted.

Business sessions will occupy the whole of Monday, when addresses by some of the leading advertising men of America will be given, followed by discussion from the floor.

The number of departments to be included in the sessions of Tuesday has been reduced from eleven to six, and discussions will take place under the following headings:—General Agents, Retail Advertisers, Newspapers, General Advertisers, Magazines, Class Publications.

On Tuesday evening a most elaborate and delightful social entertainment is promised in the enormous Dallas Coliseum.

Practically all the time of each of these days will be taken up by the serious work of the convention.

On Wednesday morning the entire delegation and the ladies will go to Fort Worth as guests of the Fort Worth Ad. Men's Club, and a series of interesting meetings will be held. Details of these are expected shortly. A return to Dallas is to be made on Wednesday night. Leading advertising men will deliver addresses on Thursday morning, and in the afternoon the election of officers for the coming year and selection of place for holding the 1913 Convention will be made.

One of the most memorable events of the Convention—a catelo barbecue— is promised for Thursday evening.

Friday morning will see the commencement of the tour of the state of Texas and the delegates will be the guests of the Waco Ad. Club. Saturday will be spent in the historic old town of San Antonio, where a characteristic Mexican dinner will be served, and Sunday and Monday will be spent in Galveston and Houston respectively

Each town to be visited on this trip is vying with the others to provide a most elaborate series of entertainments, and a really enjoyable time is assured every visitor in the journey through this wonderful state.

Those who visited Boston last year need no incentive—only the most pressing demands of family or business will keep them away.

For the rest, interested in any way in the uplift and expansion of advertising, we can only add our recommendation to make the trip, to the cordial invitation of our Dallas confreres.

From the educational standpoint alone this convention will have a value that cannot be reckoned in dollars and cents.

A Concrete Case!

If you lived in Gravenhurst you would likely subscribe for and read, the Gravenhurst "Banner."

If you advertised in it you would get good returns, just as its patrons now receive.

And Gravenhurst is only one of over two hundred similar places reached by advertisers who use the Wilson Combination of Ontario Weeklies.

Therefore :

Gravenhurst Service X 200/1 = Wilson Service

If you wish to cover Rural Ontario thoroughly the use of this Service is absolutely necessary.

To talk it over, we will meet you, anytime, anywhere.

THE WILSON PUBLISHING COMPANY OF TORONTO LIMITED

73 West Adelaide Street, Toronto

THE

Homestead

ESTABLISHED JANUARY, 1908
Published in Edmonton, Alberta

THE only agricultural weekly in Canada published west of Winnipeg. Twenty-four pages of live matter every week.

The Homestead has a paid in advance circulation in excess of 8,000 among the farmers in northern Alberta and northern Saskatchewan. It carries no delinquents.

The greatest agricultural development in Canada is now in progress in those sections where **The Homestead** has the largest circulation. **The Homestead** is following the wave of humanity now rolling west and north. It reaches those farmers who are outfitting and home-making.

Advertising rates on application

SUBSCRIPTION
$1.00 PER YEAR IN ADVANCE

Address all inquiries to

THE HOMESTEAD
Suite 7, Merchants Bank Chambers
Edmonton - Alberta

THE VALUE OF THE SCIENTIST'S OPINION

There is no denying the fact that a very large section of the buying public are demanding some form of a guarantee that their purchase shall conform in detail to the wording of the advertisement.

And, particularly is this the case with foods, drinks, and products which are necessary or advantageous to the public welfare.

And it is only natural that the expert opinion of scientists of known and accepted reputation should have been sought after to assure the public that their purchases are exactly as represented.

With the present insistent demand for the elimination of the fraud and fake in advertising, we feel that much greater recourse might be made to scientific opinion, especially when dealing with such commodities as food products, drinks, soap, filters, etc.

When we have the assurance of the food expert that what we eat and drink is unadulterated, that our soaps are pure and contain nothing to harm the skin, and that our filters will do their work efficiently, and banish bacteria from the drinking water, we naturally purchase goods so guaranteed—the advertising value of such a guarantee is unmistakable.

Pure food laws have done much to raise the standard of quality of food stuffs, and leading manufacturing plants have thrown open their factories to the public to enable them to judge for themselves the sanitary conditions prevailing, and the purity of the ingredients of their products.

And advertising has played and is playing a most important part in familiarizing the trade-marked article.

But we venture to think that the value of the analysis of the recognized scientific expert is not appreciated to the full in this country.

To our way of thinking unbiased opinions such as these carry a weight whose value cannot be over-estimated.

WHY PRINTING COSTS MONEY

One of the chief items of expense to the printer is, undoubtedly, the handling of paper stock, and if we can help to convince some advertisers that the printing charges of the good houses are not so unreasonably high as they imagine, we feel we shall have benefited all concerned.

Buyers of printing may be divided into two classes, the man who hawks the job around to half a dozen houses, and, finally, places it with the firm whose tender is lowest, irrespective of their ability to turn out a first-class job—and the man who goes to a house of known reputation and places his work, confident that he will get a high-grade job at a reasonable figure.

Free Press

Winnipeg

Western Canada's Leading Newspaper

The columns of the FREE PRESS will carry your message into more Western Canadian homes than any other newspaper.

Nor is it the circulation alone that makes the FREE PRESS the foremost advertising medium of Western Canada—FREE PRESS readers are men and women who respond to good advertising. Proof of this will come by keying your announcements.

Sworn Net Daily Average Circulation for 1911, 54,419, for February, 1912, 57,937.

Eastern Canadian Representative

EDGAR J. GUY, Canada Life Bldg., TORONTO

The latter class is a somewhat "rara avis," but it does exist.

But there seems to be an opinion abroad that even the best printers are charging prices and making a profit that is far in excess of what is legitimate.

We will try to show that in one department at any rate—the handling of paper stock—the printer incurs an unavoidable expense which looms large in the total cost of every job.

The cost of composition, press work, binding, and stitching can all be worked out to a nicety, but the cost of stock handling is a much more elastic quantity.

Apart from the time and consequent expense incurred in submitting samples, preparing dummy, writing or telegraphing to various paper houses to obtain a supply, when none of the kinds of paper in stock satisfy the customer, we find that the handling of stock concerns very many persons in the print shop. No printer could begin to stock all the various kinds of paper used in his shop in a month, and the search among the many wholesale houses for exactly the shade and quality of stock required is often a long and tedious process.

When the paper reaches the sidewalk outside the shop, freight and cartage have to be paid, and there is the stock man's time trucking it into the building.

Perhaps it starts to rain, and two expensive presses have to be stopped to provide more hands to get it under cover quickly.

The stock clerk's time, checking and entering, must be reckoned, and often enough when the paper is opened up it is found to be not square and to need trimming before being cut to size.

Moreover, the paper may arrive in a green and unseasoned state, and in shrinking causes a greater percentage of spoilage than had been estimated, and the customer will claim his shortage allowance because of the excessive quantity spoiled.

And the printer meets his account on the 10th of the month, and generally allows his customer sixty days, during which time he has been paying the bank interest

You will at once say that these are expenses which should be provided for in making out an estimate, but we think you will agree that many of them aren't such as can be gauged with any exactitude.

We are indebted to the admirable speech of R. J. Hausauer at the recent Cost Conference, as reported in *Printer and Publisher*, for the above details, and we think you will agree that this item of handling stock represents a big amount of the total cost of every job.

Mr. Hausauer stated that, mainly owing to the fact that he found such difficulty in getting men to put down the odd five minutes in which they were handling stock, one hour costs mounted up to

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1911, 2,347,656

Weekly Average, 45,135

Hamilton Newspaper Union
Hamilton, Canada

THE
Canadian Courier

has secured the services of Mr. E. T. Cook, known as the author of "Gardening for Beginners," "Trees and Shrubs for English Gardens," etc. Mr. Cook has taken editorial charge of our

Country Life Supplement

published the first week in every month. This, together with our Woman's Supplement, forms a twice-a-month schedule of great value to advertisers who desire to reach the better class of women readers.

Send for advertising rates and circulation figures.

The Courier Press
Limited
TORONTO - CANADA

the average of $2.47. So, can you blame the printer if he allows a generous margin to cover possible loss on the job?

The point we want to bring out is this, that here is evidently one valid reason for the apparently high cost of printing.

A printer is no more a philanthropist than any other manufacturer, and your safeguard lies in patronising a house of known repute, who, you are satisfied, will turn out a satisfactory job at a reasonable margin of profit to themselves.

THE COPY WRITER'S VALUE

One of the brightest writers of advertising copy in the city of New York told me the other day that the average advertising agency, in his opinion, was doing more to retard the progress of effective advertising than it was in advancing it. He explained that copy writers were poorly paid because the agencies wanted to keep the money for themselves and were not willing to invest it for the interests of their clients. He referred to an agency that makes more than thirty thousand dollars a year and spends only five thousand a year for copy. This agency, he argued, ought to be willing to pay a first-class copy writer $10,000 a year.

There is, unquestionably, a great deal of truth in what this young man says, but until selfishness and greed are eliminated from men's systems it is doubtful if there will ever be a change. Most agencies depend upon commissions entirely for their compensation, some split commissions with their clients, and a few operate on a service basis, giving their clients all the commissions allowed by newspapers and magazines, and then charging in accordance with what has been done for them.

It really doesn't make much difference so long as the advertiser gets first-class service, which consists, of course, of many elements besides copy. Plans and mediums and methods are all important, but none so important as copy, and the copy writer should be the best-paid man in any agency. The business of copy writing should be an extremely attractive one, so that it will draw the best talent. The very largest agencies recognize this and pay their copy writers handsome salaries, with the result that they render their clients a service that is unapproachable. This enables them to get business and hold business and they ought to be far superior to small agencies, which are usually dominated by one man, whose chief asset is his conceit.—*The Fourth Estate.*

* * *

I BELIEVE that the world owes a living only to him who earns it, and that the prayer of the heart that is uttered in the sweat of the brow and the toil of the hands comes nearer to the ear of the Father than the prayer that expresses an idle wish.

WHY OUR ADVERTISERS STAY WITH US

No better proof can be afforded of the value of a magazine as an advertising medium than the fact that advertisers renew their contracts year after year.

Such happily is the case with the

CANADIAN MAGAZINE

Real editorial merit has been the foundation of our undoubted success. Many of the ablest living writers contribute exclusively to the "CANADIAN MAGAZINE," and the class of people we reach is the moneyed class, who will welcome your message and act thereupon.
Send a forceful appeal to them by using space in our columns. Ask any reputable agency, or write direct for rates. Sample copy mailed on application.

THE ONTARIO PUBLISHING CO., LIMITED
15 Wellington East - - TORONTO

When You Buy Space in

THE NEWS

You get more than white space at so much per—you buy a far-reaching newspaper influence that strengthens your appeal.

Readers of The News often write in for information about the reliability or merit of the advertisers and advertising appearing in this and other papers.

Why not get the benefit of this confidence?

News rates are low. Call and talk it over, or write for rates and other information.

NEWS PUBLISHING CO., LIMITED
BAY STREET - - TORONTO

THE SHORTAGE OF GOOD STENOGRAPHERS

A condition that is seriously affecting the advertising business. Some comments and suggestions for remedying matters.—By W. E. Kimpton.

THE question many business men are asking daily is "Why do I have to try out five or six stenographers before I can get one who will come anywhere near filling my requirements?"

A really first-class stenographer is indeed hard to find; true, there are lots of people with business college diplomas, but their qualifications vary to such a marked degree that an employer cannot judge as to the holder's efficiency without first trying them out. For example, one college gives a diploma when they consider the student is capable of filling a stenographer's position, another claims to teach the same thing in thirty days, another in six weeks, and some in three months.

DIFFERENCE IN SYSTEMS

What is the reason for this difference as to the length of time required to gain efficiency? The Business Colleges must have some system of gauging the students' ability and sorting them into classes, or else there is a difference in systems of teaching, and we find our explanation in the difference of systems. Speaking collectively of Canadian Business Colleges, there are some very poor "finished" products turned out by them, who are wrongly termed competent stenographers.

WHAT CONSTITUTES A STENOGRAPHER?

After interviewing a number of business men on this subject, we find the consensus of opinion is that a competent stenographer is one who can write shorthand, read notes correctly after taking them, spell, punctuate, understand English grammar and composition, possess an average amount of grey matter, besides being able to use a machine to transmit the matter into readable form. Several of these men said, "We have many applicants who can run a typewriter, turning out neat work very speedily, but the spelling is bad or else they can't read their own notes, the interpretation being away off from that actually dictated. This means the work must be done all over, necessitating loss of much valuable time. What would you call these applicants then? Not finished stenographers surely; we can classify them only as typewriter operators."

WHO IS TO BLAME?

Next, the question arises, who is to blame, the student or the Business College? It must be admitted that large numbers of students instead of improving after taking positions, get worse through their own negligence and carelessness. But it must also be admitted

The Toronto Daily World has a constituency

ALL ITS OWN!

and you can advertise in all the other Toronto papers and not even indirectly reach the World readers. Use the Daily World with the Sunday World and you get a combined circulation of

MORE THAN **114,000**

This is a combination that will give you a big Toronto circulation and immediate, direct results of the most convincing kind.

that, making all due allowances for exceptional ability, from one to three months is not sufficient time in which to obtain a thorough training, both in English and stenography.

An article on "Evils of Near Stenographers and Unscrupulous Business Colleges," by H. S. McCormack, voices these sentiments, that it is unfair to take fees from persons who are led to believe by well-worded advertisements that they can become stenographers in from one to three months, because, without a fair knowledge of the English language success is impossible.

We don't say that shorthand cannot be learned in from one to three months, but we do feel that some of the persons who apply for these short-term courses couldn't learn stenography in three years, and to send such persons out with a certificate, is to start their career foredoomed to failure.

These so-called stenographers, after receiving their card for having completed the course, generally find a position through agencies or typewriter firms. Many of them after holding a situation a short time only, find themselves incompetent to do the work, and are given some feasible excuse by their employer which leads them to believe that, through no fault of their own, they have lost the position. After several experiences of a like nature, they must inevitably come to one conclusion—they are incompetent. This brings discouragement, and in the words of Elbert Hubbard, "To be discouraged is to insure failure."

It is gratifying to record that all Business Colleges are not in the same category, and some are honest enough to tell intending pupils frankly they have no chance of making good.

No contractor tries to erect a building starting with the roof first, and we believe that the student who hasn't the proper foundation in English, will have a hard time rising above the class of typewriter operators.

Of course, the Business College

ARE YOU CONTENT
with One-Third of Montreal Trade? This space represents the limit of influence of the English newspapers in Montreal. Do you want the other Two-Thirds? If so read below.
?
FACTS FIRST—THEN REASON
MONTREAL is 70% French
Quebec Province " 80% "
Ontario " " 10% "
Canada " " 33% "
Cut out the small white space given above and compare it with the space inside of the heavy rules. Then you will get a better conception of the proportion of French to English in Montreal and the Province of Quebec. You will then understand why the English newspapers are limited in Quebec Province, and have to come over to make up a goodly portion of their circulation. You will then acknowledge that any advertising campaign designed to cover Montreal or Quebec Province must be a failure unless the French papers are included, chief amongst them being La Presse daily and weekly edition. Write the Advertising Manager for further information.
LA PRESSE
Daily MONTREAL, CANADA Weekly
ONTARIO AND WESTERN CANADA OFFICE.
TORONTO, ONTARIO

Excellent Newspaper Advertising, with Convincing Argument.

is not responsible for the student's primary education, but if all applicants for admission to these colleges were examined to see whether their knowledge of English was sufficient to warrant them taking the course in stenography, better results would be obtained, both for the College and also for the student.

While the certificates issued by Colleges of this kind would undoubtedly carry weight among employers.

The Women's Section

In the general plan of enlargement and improvement of every department of "Saturday Night," the Women's Section has been completely remodelled.

The size of this section has been almost doubled, several new features and departments have been introduced, and finally—and of most importance—a new editor, whose experience and ability give her a very high place among the women journalists of America, has been appointed to take entire charge of the "Women's Section" of "Saturday Night."

To the intelligent advertiser, little more need be said to point the moral.

An exclusive home circulation, reaching practically all the more prosperous and the wealthy families in the cities and large towns throughout Canada, offers an opportunity that cannot be duplicated.

A limited amount of space, and one or two choice positions are still available in the "Women's Section."

"The Paper SATURDAY NIGHT Worth While"

TORONTO

VALUE OF CIRCULATION IN DETERMINING RATES

An Interesting Article by a Western Man on this Important Question. By C. A. Abraham, Advertising Manager of the Winnipeg Telegram.

PROBABLY, the most generally accepted basis of cost for advertising is circulation, pure and simple, with no accompanying analysis into the nature or character of the circulation in question. The acceptance however, of such a basis is a costly blunder committed by many advertisers. It is, also, an unsound business policy pursued by not a few publishers.

I will discuss this question from the standpoint of the advertiser, and not the publisher, in fixing the value of advertising space and I will endeavor to throw some light on the question from both sides.

No newspaper discredits advertising which comes to it as a matter of favor or sentiment, but space buying to-day is considered more as a commercial proposition, and why not? Every merchant insists upon receiving 36 inches when he buys a yard, 16 ounces when he buys a pound, but when he buys a thousand circulation he is dealing in a commodity, the value of which is often difficult for him to determine.

It may seem a big problem to him to meterize the newspaper's circulation. Yet, if he wanted a taxi to go to the Union Depot he would not pay the usual charge to Deer Lodge. And so it is with circulation. Don't purchase claims unless they meterize into facts. Many a one lunger claims equal pulling power with a six cylinder, but did you ever watch it take the hills?

TRUTH FEARS NOTHING

The publisher who is telling the truth about his circulation is usually willing to submit to any reasonable test or to supply the evidence in the minutest and most accurate detail required. The man who, on the other hand, is lying or exaggerating, adopts devious ways of chloroforming the advertiser—even in some cases going to the extent of keeping two sets of books.

This is an era of marvellous development, especially in the West; consequently, circulations are going up—a fact the publisher does not hesitate to state. In this respect he is unlike a woman stating her age. Some of my readers will vouch for the statement that at a certain period in a woman's life the figures are not quoted, or if they are they do not bear the upward tendency. Not so with the publisher. If his circulation advances he is quick to tell the public the figures, and he rightfully claims an advance in the rate. If he is honest and can prove the claim, advertisers will pay the price.

QUESTION OF QUALITY

From an advertising point of view the value of circulation is not alone determined by the quantity,

The British Whig

Kingston - Ontario

The Home of the Whig

For 79 years the most enterprising and successful newspaper in Eastern Ontario.
A paper that issues guaranteed circulation figures annually. The 1911 statement is yours for the asking.
Advertising in 1911 greatly exceeded in volume and revenue that of any previous year.

Total Daily and Semi-Weekly Circulation for 1911 averaged 30,271 Copies Weekly

Nearly all the National Advertisers use the Whig
—THERE'S A REASON

The Hamilton Spectator

Out of 16,000 dwelling houses on the City Assessment Rolls, the *Spectator* visits 13,000 each evening—the balance reaching the homes in the suburbs and the towns and villages close by. Such wide distribution shows the *Spectator* covers its field thoroughly. The experience of many years has taught Hamilton merchants that the pulling power of the *Spectator* equals that of all its local competitors combined.

SWORN CIRCULATION FOR MARCH 21,911

but likewise by the quality; not so much by the number of the people who read a paper, but rather upon the basis of the number who buy it. Knowing that the watchword of all good advertisers is honesty, and as most publishers insist on honesty in the advertisements they publish, the advertisers also insist on the honesty of the circulation statements of the publishers. They go into detail as to how this circulation is obtained, where distributed and the vocational pursuits of the subscribers, etc.

It is becoming a set rule with advertisers that where honest, straightforward circulation statements are forthcoming, those mediums only are taken into consideration. The value of circulation is also determined by the class of announcements that appear in the advertising columns. As a man is known by the company he keeps, so is the publication judged by the volume and quality of advertising published.

HOME CIRCULATION

The home delivered circulation is considered of greatest value for the simple reason that statistics show that the women are the spenders of the nation. Women read advertisements thoroughly; men probably not so well. A recent official investigation in the United States brought out the fact that the home expenditures of all kinds in that country reached annually the tremendous sum of ten billion dollars, and that of this sum the women spent nine billion.

Again, it is very essential that the advertiser should analyse the particular type of readers the paper may have. In the family this newspaper should be the daily welcomed visitor—the one constant source of inspiration and information on the live news topics, whether social news, political news or store news. The truly "Home" paper is read by parents and children. Its coming is eagerly awaited each morning or each afternoon.

STANDARD OF WORK

The advertiser in this medium benefits by the prestige of the medium itself. The newspaper, if wisely and carefully conducted, will be found exercising careful supervision over the class of advertising which it is willing to accept. The same integrity and high standards prevail in its business management as are regarded to be essential in its editorial office. And although the publisher looks to the advertiser for the chief part of the revenues of the publication, this same high standard will be consistently maintained month in and month out, for the reason that advertising space is a commodity, the value of which is dependent, ultimately, upon quality as well as quantity of circulation.

The reliable publisher will be only too glad to meet the advertiser more than half way in this investigation. What both advertiser and publisher are after are results. To secure these results should be, in chief, part a matter of helpful co-operation—provided

THE PAPER FOR THE PEOPLE

The Hamilton Times

(ESTABLISHED 1857)

The Bright, Up-to-date, Live Hamilton Newspaper
All the News Advertise Now for Results

Your *advertising campaign* will be a complete success if you include the Times—the leading newspaper of a growing city.
Daily and *Semi-weekly* cover exclusive fields largely in this district, Ontario and the North-West.

JOB, RAILWAY AND TICKET PRINTING
Write Us

Times Printing Company, Limited
HAMILTON ONTARIO

The Kingston Daily Standard

reaches at least one half of the readers of Kingston and the County of Frontenac
—*AND IT IS READ*

ADVERTISING RATES ON APPLICATION

THE STANDARD PUBLISHING CO., Ltd.
Kingston, Ontario

always that the goods to be advertised are reliable and marketable.

EVERY ONE READS NEWSPAPERS

It is generally conceded that nearly every person reads a newspaper. A great many newspapers figure that for every subscription there are five readers, therefore, on this basis, a paper with fifty thousand circulation would have close to one-quarter million readers.

A local merchant usually figures that circulation outside of a radius of from 50 to 100 miles from the city in which the paper is published, is of little or no value, and he sometimes thinks he should not be called upon to pay for this circulation.

The general advertiser, on the other hand, figures that he should enjoy a lower rate than a local advertiser for the reason that while he has his goods on sale generally, he is compelled to use newspapers generally, and therefore is subject to more or less duplication in circulation.

NUMBER OF HOMES

The strength of any newspaper as regards the quality of its circulation is fixed largely by the number of homes that receive and pay for the paper in the city in which it is published. In accepting this statement it is not well, however, to take conditions as they existed 10 or even 5 years ago. An advertiser must keep in touch with the fluctuations as carefully as the credit man in a wholesale house keeps informed on the commercial rating of his customers.

The paper that had a strong local circulation at one time might be outstripped by a competitor or by a paper adopting a policy of giving advertisers a better service.

MEN LIKE SHEEP

It was Carlyle, I think, who compared mankind to a flock of sheep. He said, "Stretch a rope across a path about 1½ feet from the ground; then drive a flock of sheep over it. When the bellwether or leader has jumped that elevated rope, lower it to the ground and note what happens. Every sheep in that flock that follows will jump 1½ feet in the air over that same rope although it now lies flat on the earth." Many of us are guilty of this practice to-day—of following the bellwether blindly, unreasonably, without regard to changed conditions.

In an interview Mayor Gaynor of New York recently stated that "a newspaper with a circulation of 25,000 copies has more influence in a community for good, for shaping things, than all the newspapers combined of which you see so many lying in the gutter. I would rather have the goodwill and support of the newspaper with a circulation of only 30,000 if taken home and read by the family, than one with a circulation of a million if it only be looked at and thrown away." This is a strong criticism, but it will serve to illustrate my contention that it is the home circulation that brings results.

NOT THE KIND

No advertiser need take into consideration the man on the street who buys two or three papers

EDMONTON JOURNAL

M. R. JENNINGS, Editor and Man. Director *JOHN MacLAREN, Bus. Mgr.*

Sworn Statement of Circulation for Year 1911

Date	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
Dly. Av.	4980	5296	5527	6544	7377	7733	7994	8129	8154	7925	7795	8150

THE above figures exclude all returns, unsold and waste copies. The circulation books and records are open for inspection to advertisers any time during business hours for the purpose of verifying the above statement.

R. R. LEITCH,
Circulation Manager

The Association of American Advertisers (New York City) has examined and certified to the circulation of this publication. Only the figures of circulation contained in its report are guaranteed by the Association.

No. 204 T. E. Rossman Secretary.

The only Edmonton newspaper which has been audited and guaranteed by a special representative of the Association of American Advertisers.

Edgar J. Guy, Representative, Canada Life Building, Toronto

Northern Ontario an Extensive Market

NORTHERN ONTARIO is developing rapidly, and is one of the most attractive markets in Canada for manufactured articles. Take the record of the mining industry for instance.

COBALT has produced silver to the value of - - **$66,850,000**
COBALT has paid in dividends - - - - - - **36,500,000**
COBALT has paid the government in royalties and for claims, etc. - - - - - - - - - - **4,328,882**
COBALT has purchased in machinery, buildings, etc. **8,500,000**
COBALT has distributed in wages, supplies, etc. - **22,783,000**
COBALT is producing **$16,000,000** annually, and will maintain this rate for many years to come
PORCUPINE has purchased in supplies over **$5,000,000,** and has just begun her development work. The record may far outrival Cobalt.

The Cobalt Nugget is the only daily newspaper in Northern Ontario, and is the logical medium for advertisers to reach this immense market.

ADVERTISING RATES ON APPLICATION

The Cobalt Daily Nugget, Limited

COBALT ONTARIO

for a nickle, and after reading the head lines, throws the lot away. I say that man should not be taken into account in forming a judgment on the home circulation of the paper in which you advertise for the reasons stated, and further because in Winnipeg, for instance, this number represents a very small per cent. of the total.

The rate per thousand circulation that newspapers should charge for advertising space varies—all depending on the quantity and quality of the circulation. For general advertisers a rate of 1-6c. per line per thousand circulation is thought a fair price. A rate of 1-8c. to 1-10c. per line is considered an excellent buy, with an extra 25 per cent. for position.

There is no set rule as to the rate per thousand circulation that publishers should charge, all being based on the character of the circulation. The newspaper appealing to the masses or labor classes, the rate per thousand circulation is usually lower than a newspaper appealing to the middle classes or business people, and those papers catering to a wealthy class, the rate per thousand circulation naturally is so much higher. The rate in a morning paper is generally higher than in an evening paper because of the class of readers.

COMPARATIVE RATES

Rates also vary in different sections of the country. The prices charged for advertising in the eastern papers are higher than in the middle west. This is largely due to the fact that papers in the middle west have grown much faster from a circulation view-point and I am frank to state that the matter of advancing the advertising rate is often done by easy stages. In other words, the newspapers of the middle west are, perhaps, going through the process of educating the advertisers regarding the value of their "Home" circulation.

I have endeavored to convey some idea of how an advertiser may fix upon the value of space in

That very early train
CAMP
COFFEE
Made instantly—a child can make it. It has all the fragrance and delicious flavour of the finest coffee. There is no other 'just as good.'
Ask your grocer for it to-day, and be sure to say "CAMP."
R. PATERSON & SONS, COFFEE SPECIALISTS, GLASGOW

A little far-fetched but striking

a newspaper. May I briefly refer to the plan by which the publisher arrives at the rate he should charge. While the matter in a measure is fixed by the law of supply and demand, yet every publisher must know the cost of space and to go under this would be ruinous.

CASE IN POINT

A purely supposititious case will answer the purpose, and illustrate to those not familiar with the publishing business how rates are fixed.

You Should Use La Presse

BECAUSE it is the paper with the largest circulation in all Canada (daily average for year 1911, 104,197);

BECAUSE editorially, it is more influential than any other daily paper in the Dominion;

BECAUSE Montreal for its size is the richest city in the world, and is the distributing point for the whole Quebec province;

BECAUSE 53 per cent. of La Presse's circulation is distributed in Montreal and suburbs; 20 per cent. more within a radius of 75 miles of Montreal, and 10 per cent. in the remainder of the Province of Quebec;

BECAUSE La Presse is the only paper you can use to reach all the French-speaking citizens of Montreal (who number 70 per cent. of the city's total population), and the other cities and large towns of Canada where French is spoken;

BECAUSE the readers of La Presse are well-to-do, and ready buyers of advertised goods;

BECAUSE La Presse has a greater circulation in Montreal and suburbs than any other French paper has in all Canada;

BECAUSE the rates for advertising in La Presse are the lowest of any Canadian daily, pro rata to circulation.

FARMERS' WEEKLY LA PRESSE (circulation 45,000) covers rural and village population of Quebec Province like a blanket.

WRITE US; WE HAVE A LOT MORE TO TELL YOU.

LA PRESSE

Montreal -:- Canada

Ontario and Western Canada Salaried Representative HENRY W. KING, Telephone Building, 76 Adelaide Street West, Toronto, Ontario.

A newspaper with a daily average circulation, say, of 40,000 copies, must earn $1,000 per issue to cover overhead charges, and this is usually made up in the proportion of about two-thirds advertisements to one-third circulation. The cost, as stated, is about $1,000 per day, or $300,000 a year. The subscription rate is usually $3.00 a year, and allowing for various deductions, would net the publisher $100,000. Thus, the paper must raise $200,000 from its advertising columns.

Speaking in a general way, the publisher gives 50 per cent reading matter to 50 per cent. advertising space. On this basis, with a 14 page paper, it leaves about 1,000 inches advertising space to dispose of daily, which would yield $700 at 5 cents a line. Here we have a revenue of $700 from advertising, and approximately $300 from its advertising columns.

FOOD FOR SERIOUS THOUGHT

These facts furnish food for serious thought, and if intelligent application is made as to the requirements of each individual case, the man in charge of the advertising appropriation will render his firm a service that will annually repay ten times over the salary he receives.

After you have turned the spotlight of your investigation on to the circulation of a newspaper, in other words, after you have meterized the service—see that your copy has that personality, that "reason why" ring about it suitable to the mental calibre of the audience you are addressing through the printed word.

The faculty of taking the mental measure of a given class and gauging the habit of thought is a sort of instinct, such as guides the timber explorer, who travels a hundred square miles of forest and estimates closely just how many thousand feet of timber are on it, though he never counts a tree.

That sales of timber lands

Neilson's
St. Valentine's Special
FIG PARFAIT ICE CREAM PUDDING
Two Ice Creams and Figs made into a five layer Pudding. French Strawberry Ice Cream—then Preserved Figs—then French Vanilla Ice Cream—another layer of Preserved Figs—and French Strawberry Ice Cream.
4 servings, 60c. 6 servings, 80c. 8 servings, 80c. 10 servings, $1.
Ice Cream in molds appropriate to the day for St Valentine's Day parties
WILLIAM NEILSON LIMITED.
PHONE PARK 294
Send for our Ice Cream Book for suggestions
102

A special Valentine Day appeal.

running into millions of dollars have been regularly made on this instinctive knowledge of a single man is evidence of the general accuracy and reliability of such trained and instinctive estimates.

This same faculty has more to do with successful salesmanship-on-paper than is generally supposed.

And it is rare enough to be interesting.

QUALITY

of circulation as well as quantity.

Quality of service.

Covers Alberta and Eastern British Columbia like a blanket.

Circulation shows a net increase of 235% in five years.

Are you represented?

WRITE US DIRECT OR ASK YOUR ADVERTISING AGENCY. THEY KNOW.

The Herald Publishing Co., Ltd.

CALGARY, CANADA

Edgar J. Guy, Eastern Representative, 61 Canada Life Bldg., King St. W., Toronto

THE HERALD IS

READ BY THE MOST PEOPLE

The Herald Is the Best Newspaper in Hamilton, Ontario . .

Best . . . Editorials Local News Foreign . . News and Illustrations

CONSEQUENTLY

But its . . Advertising Rates are NO Higher than those of the other Hamilton Dailies . .

IN HAMILTON, ONT.

THE ESSENTIALS OF A GOOD CATALOGUE

By Charles Frederick Higham—A Leading English Advertising Man's Views. Some of the General Principles and Particular Observations.

IT is not from the point of view of the critic of the printing art that I write this short article, but as an advertising man. The essentials of a good catalogue as far as production is concerned, are known, consisting as they do of good stock, good typography, good press work, good binding and good taste. It is rather the material that is handed to the printer that I wish to talk about.

It is an indisputable fact that a printed book can by no artifice rise above its source, its subject matter. It can be no better than the man who wrote it—hard as he may have attempted to write out of his style or beyond his knowledge. Like calls like. The untruthful paper somehow looks different in its type dress to its solidly respectable neighbor. The novel based on sensuality can be picked out at once from the decent healthy books surrounding it. It is a peculiarity, one of the virtues of type to which there are heaps of exceptions, but as a rule, it is true.

In catalogues the same truth appears, and in any pile of booklets and catalogues it is easy to pick out those which seem alive and honestly make you believe what they are saying.

It is essential, then, in writing a catalogue to start with facts. hard facts, believe them thoroughly. express them adequately, and publish them with cultivated taste. With truth as a basis, you can be consistent and convincing in your argument, logical in your reasoning, and impressive in your illustrations and decoration. Without it, the modern typographic art will run away with you, your decoration will tend to extravagance and will dwarf the type. Everything must be done to bolster up the weakness of the argument, and while the result may be pretty, even beautiful, it is bound to lack the strength, dignity and vitality which is inherent in type dealing with facts and the truth. You cannot handle type just how you like. You cannot come out with a paragraph in 24 pt. Caslon if it will not stand the searchlight of cold analysis. Rather you will seek to hide it in a monotonous solidity of 10 point. The rightful powers of print are transcendent and among the most worthy motive forces of progress, and in like proportion when wrongly used are destructive. Facts, therefore, being imperative, it often happens that the advertising man in search for plenty of them, alights on trifles which he seizes with avidity and promptly proceeds to magnify into facts in his estimation. This leads to frills, but it deceives nobody, and does no good. Take, for example, the motor car catalogues. Here, with extremely few exceptions, frilliness predominates, and

An Up To Date Daily

In a Great Industrial Centre

The "EXPOSITOR" is *Brantford's Big Daily* and is so held in popular favor that it reaches 90 per cent of the homes in the city, and a large proportion of those of the adjoining rural townships. It has a thoroughly modern mechanical equipment and a leased telegraph wire of its own, placing it on a parity with the *Big City Dailies*. The "EXPOSITOR" guarantees a *daily average*

CIRCULATION EXCEEDING 6,300

THE "EXPOSITOR"

One of the Largest Dailies in Western Ontario

A FEW FACTS ABOUT

Saskatchewan, Regina and "The Leader"

SASKATCHEWAN is Canada's third province. It produces more wheat than any equal territory in the world; its residents are prosperous and spend their money freely for necessities and luxuries.

REGINA ns growing at th rate of 1,000 a month. With a population of 30,000 at the census of 1911, it now has 37,000 people. Its growth is substantial, and the city is bound to be the great distributing centre of the middle west.

THE LEADER is more than keeping pace with the growth of the province and city. Day for day, it carried more advertising during March than any paper between Winnipeg and Bancouver. The average circulation of the Morning and Evening Leader during March was 11,946; weekly edition, in excess of 10,700. *THE LEADER* is the one paper in Saskatchewan publishing morning and evening editions, and giving advertisers space in both editions for one price. *THE LEADER* has by far the largest circulation of any paper in Saskatchewan.

You cannot cover Saskatchewan without "THE LEADER"

Advertising Rates Gladly Furnished.

THE LEADER PUBLISHING COMPANY, LIMITED

REGINA, SASK.

Special Representative, Edgar J. Guy, Canada Life Building, Toronto

most of the catalogues are sumptuous picture books, showing views of the beauty spots of Great Britain, but very little selling strength or information as to what the car will do in the way of hill climbing, petrol and oil consumption, reliability, speed, and the hundred and one details and *facts* which a man must believe before he is led to the point of purchasing.

Therefore, while it is easy to eliminate the books not dealing with facts into the category of the dead and undesirable, it is not so easy to distinguish among the live

Example of a good Automobile Half-tone by Legg Bros.

ones the supremely successful catalogues. Admitting the rightness of the subject matter, the essentials of good stock, good printing and good typography, yet in the hands of men of moderate ability the result is often only describable as "good, or very good." It is the superlatively good that is wanted, and that is what calls for the master stroke in the copy and the genius of the craftsman in the printer. It is not "hot air" that is lacking in so many merely good catalogues, but it is what I can only call the correct "atmosphere." The book that carries with it the atmosphere of truth, simplicity, sincere conviction of the merits of goods dealt with, is fundamentally right; but if in addition it carries the personality of a brilliant salesman—the purchasing atmosphere too—then, and not till then, will it achieve a supreme success.—*Advertising World.*

THE COURAGE THAT COUNTS

BECAUSE they would venture much and go far with courage and without fear, we venerate our Anglo-Saxon progenitors and acknowledge their trade supremacy in the world. Immediate successors to the sturdy pioneers who voyaged to the New World and conquered its mysteries, we should inherit their characteristics.

In Montreal monuments have been erected to the early traders who ventured the pathless wilderness and the trackless waters in the quest for furs.

Perhaps the courage was more physical than mental. But the modern bravery is more of the mental than the physical, for mere strength of body does not count for as much as in the days when knights were bold and bloody.

Fear will never carry a man beyond his own doorstep. A man may imitate others and be satisfied with mediocrity; but the really courageous business man will blaze his own trail and make the pathway to fortune different. He will have both initiative and courage. He will be persevering, persistent, and look every man straight in the eye.—*Semi-Ready.*

British Columbia's Leading Weekly

The only newspaper to reach every city, town, village and mining camp in the province.

Circulation Over 18,000

We made three thousand new friends in 1911—and of course retained the old.

Well written, splendidly illustrated, and with an attractive make-up, it is preserved in the home—this means your advertisement will be many times read.

We refer to *Economic Advertising* or any of the recognized gencies.

Ford-McConnell Publishers

B.C. Saturday Sunset

Vancouver, B.C.

The Best Medium

The morning Newspaper's readers are the people with the most money; they are the people who live to buy. Advertisers who endeavor to satisfy the demand for the better class of goods have found

The Gazette . Montreal

productive of the most satisfying results, for

The Gazette

is the paper most read by the people of Montreal who have money to spend,

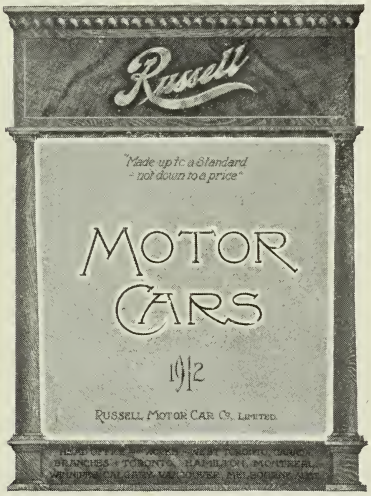
The Gazette Printing Company, Limited

RECENT ADS.—GOOD AND OTHERWISE

By the Captious Critic

ONE of the hardest problems which the managers of large automobile concerns have to deal with, is the production of a catalogue.

Motor catalogues have to be interesting, from point of make-up, intrusive of text, and so original



that there is no room for the comment that it is a "swipe."

The latest catalogue to come under our notice is that of the Russell motor cars for 1912. The cover represents a piece of Circassian walnut, with the words "Russell Motor Cars, 1912." It is a fine piece of work, which presents a most acceptable and striking appearance.

The interior page lay-outs give cuts of the cars in black and white, printed on a buff background with border in colors to represent a frame of Circassian walnut.

The idea is novel and has the advantage of showing up the details of the cars to the best advantage. However, the printing throughout gives the pages an inflamed appearance. This, we think, could be improved by making use of color combinations which would produce softer effects.

Otherwise the catalogue is worthy of much comment. The least we can say is—"It is good."

Reproduction is of title page.

* * *

THE little touches of human nature which the Gillett Safety Razor people work into almost all their ads. accentuate the value to a great extent, making them both attractive and interesting.

It is hard to get away from the illustrated argument shown in the ad. reproduced, and it is harder to overlook the printed fact they state that there is little reverence attached to a stubbed jowl.

To-day the average man finds a clean shave makes such a favorable impression that it is wise always to have one, and naturally he wants one. The scribe has gone further, and in a clever veiled way played upon a very sore spot—that of not getting up early enough to have this necessary shave.

Tell a man he is too lazy to get up early and shave, naturally he gets mad, and that finishes talking

business with him. But point out that three minutes is the extra time he requires in which to accomplish this operation and right away he feels like buying such a time-saving article.

In summing up this copy we would say that illustration and text are more than good—they are excellent. However, if more care had been taken with regard to the set up, and type used, this ad.

SELF REVERENCE

—so the poet Tennyson tells us—is one of those three habits of mind which alone "lead life to sovereign power."

Can you reverence a stubbled jowl when it meets you in the mirror?

Can you expect anyone else to reverence it if you carry it abroad?

Three minutes with the

GILLETTE Safety Razor

and you can look yourself or anyone else squarely in the eye, knowing that you look your best.

The every-morning GILLETTE shave, so smooth, so quick, so easy, is one of the passports to "the seats of the mighty."

Standard Sets cost $5.00—Pocket Editions $5.00 to $6.00—Combination Sets from $6.50 up. At your Druggist's, Jeweler's or Hardware Dealer's.

The Gillette Safety Razor Co.
of Canada, Limited
Office and Factory 63 St. Alexander St., Montreal

Offices also in New York, Chicago, London, Eng. and Shanghai, China. Factories in Montreal, Boston, Leicester, Berlin and Paris.

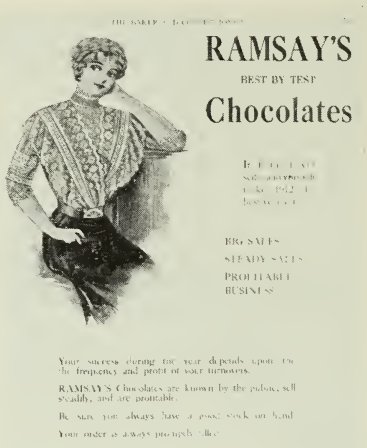
Gillette
SOLD THE WORLD OVER

would rank in the 100% efficiency class.

* * *

It has been truly said that "The first impression is generally a lasting one."

Taking the copy reproduced here of a page ad. by Ramsay's Limited, it is hard to believe that this is not a waist advertisement,


RAMSAY'S
BEST BY TEST
Chocolates
BIG SALES
STEADY SALES
PROFITABLE
BUSINESS
Your success during the year depends upon the frequency and profit of your turnovers.
RAMSAY'S Chocolates are known by the public, sell steadily, and are profitable.
Be sure you always have a good stock on hand.
Your order is always promptly filled.
RAMSAYS, Limited
MONTREAL

instead of one for Ramsay's Chocolates. Waste advertisement would indeed be the correct term for it.

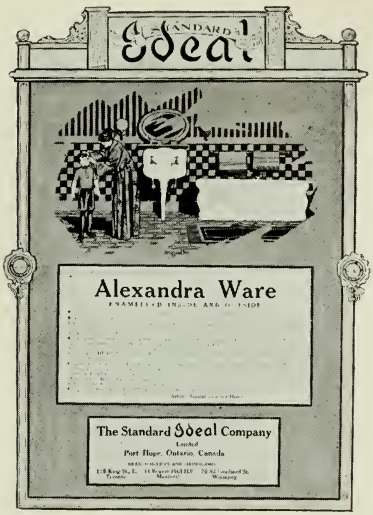
No more criticism is necessary—just look it over—what do you think? Aren't Ramsay's Chocolates well displayed in their dainty boxes?

In the words of the classics, this advertisement is—punk.

* * *

We have seldom come across an ad. which for original treatment, artistic merit and careful typography is quite as good as that of the Standard Ideal Company, reproduced.

In a striking and clever manner the artist has overcome the difficulty of illustrating such prosaic



fixtures as bath and wash-basin, the strong blacks over the Ben Day screen effect serving to throw the articles advertised into prominence.

As regards the reading matter, it is snappy and convincing, and brings out the many good points of Alexandra Ware in a manner that will surely attract the attention of householders.

The agency in question is to be congratulated on this very excellent ad.

* * *

PROMPTNESS to do things is just as important as promptness to get things.

WHAT'S DOING AT THE AD. CLUBS

HAMILTON

HAMILTON—that live, bustling city of 90,000 people, is the home of what will no doubt be, in a very short time, one of the leading ad. clubs of Canada.

The work of the organization of this ad. club was carried on very successfully through the month of February, and the three talks given during that time, and mentioned in these columns, were heartily enjoyed.

C. H. Ashley, member of the Toronto Ad. Club and of the Toronto *Saturday Night*, better known around the rooms of the Toronto Ad. Club as "Big Ash," gave a rattling good talk on "The Benefits of an Ad. Club to Local Advertisers" at one of the fortnightly luncheons held on Tuesday March 12th, 1912.

On Tuesday, March 26th, the club was addressed by Mr. C. Roland Hall, of the editorial staff of *Printers' Ink*, on "Concentrated Advertising," which was much enjoyed by a large gathering of the members.

Different members of the Toronto Ad. Club have attended practically all the luncheons of the Hamilton Ad. Club, to keep the members posted as to the arrangements being made for the trip to Dallas to secure the convention for 1913.

While the Hamilton Ad. Club is a young organization, it has undertaken a campaign to secure about $25,000.00 for the Babies' Dispensary Guild in Hamilton. The Guild is a local charitable body, organized for the purpose of providing nurses to poor infants

and the supplying of pure milk to babies.

Fortnightly luncheons are held by the Hamilton Ad. Club on every second Tuesday at the Waldorf Hotel, which all visiting ad. men are heartily invited to attend.

The Hamilton Ad. Club will, no doubt, undertake shortly the work of having all advertisers use the slogan recently adopted by the Hamilton Board of Trade:

"Hamilton Grows—There are Reasons."

The Club is heart and soul with Toronto in their efforts to get the convention in 1913.

* * *

MONTREAL

K. S. Fenwick, Publicity Commissioner of the City of Quebec, gave an address on "Retail Advertising" before a good attendance on the evening of March 26th.

The dominant note struck by the speaker was that success in advertising is dependent upon honesty and sincerity.

Fraudulent advertising was the greatest obstacle in the way of progress in establishing advertising as a science, and the time had come when advertisers should be ashamed to shelter themselves behind the declaration of publishers that the honesty of the ads. in their columns was guaranteed.

Honest advertising should be branded, and the remedy of the evil rested largely with the advertiser himself.

Advertising could do five things unaided—give an impression of progressiveness, attract attention to goods, arouse an interest in the goods, create a desire to possess the goods, and finally, bring the customer and the goods together.

At a meeting of the executive the scheme to erect a large building to be headquarters of the Association was reported to be taking tangible form, and a further announcement may be looked for shortly.

Theodore Morgan was appointed the accredited representative of the Montreal Publicity Association at the forthcoming convention.

* * *

OTTAWA

The activities of the newly-formed Ottawa club during March have included two "round table" meetings, at which papers were read by two of the members, followed by open discussion.

This idea is an excellent one, and might easily be copied by other Canadian clubs.

On March 14th Arthur Miles spoke on "Engraving," and pointed out that the advertiser when using illustrations should ask himself three questions: (1)Are they well drawn or photographed? (2) Are they well repro
Do they illustrate?

The speaker detailed the various forms of art in use in advertising, and gave several useful hints as to the kind of illustrations which reproduce to best advantage.

C. E. Peabody's talk on March 21st dealt solely with "Typography" in the newspaper and was a masterly analysis of what constitutes effective type display. The art of an ad is to secure

contrast, and contrast in the display page is best secured by a low-toned ad. in which the whites predominate.

Individuality in advertising can be secured by the adoption of a certain face of type, regular style of border, individual trade mark, and especially designed line for the firm name.

Recommendations for the effective use of type faces, borders, rules and ornaments were made, and rules for effective display as recognized by the best printers were given.

* * *

PETERBORO

The Club is off to a good start and has already a membership of twenty-six live ones.

The first monthly meeting, which took the form of a dinner, was held on April 5th, and there was an attendance of forty prominent business men.

C. H. Ashley of the Toronto Ad. Club delivered a forceful, straight-from-the-shoulder address on "Advertising," and showed how it could benefit local business men.

The special line of work to be undertaken was outlined by President Nixon at a meeting on March 19th, and will cover the following ground:—

First—Educating club members in the theory and practice of advertising.

Second—Convincing local business men that they must religiously practise as well as preach "home trade."

Third—Instilling into all the people of Peterboro pride and loyalty to their own institutions.

* * *

TORONTO

"Municipal Advertising" was the subject of a most interesting talk by F. S. Fenwick at a special Monday luncheon on March 8th. Mr. Fenwick is chairman of the Quebec Ad. Club, and also Publicity Commissioner for that city, and he gave a detailed account of the way in which Quebec has gone to work to get more tourists and visitors.

The Ad. Club, he asserted, could exert a tremendous influence in putting any city on the map—they acted as official boosters for their city.

The success of any municipal advertising depended on two things—a correct appeal to those within and to those without the city.

In every town were to be found two classes—the knocker and the booster—and nothing could be accomplished until the knocker had been effectively silenced.

The Western municipalities were giving away far too much in their efforts to secure new industries. This was a bad policy when carried to excess. The Western towns, however, had much more civic spirit than the Eastern.

The different methods and slogans of various American and Canadian cities were detailed, some of the ways taken to obtain publicity being decidedly original.

Mayor Geary and Controller McCarthy were guests at the luncheon, the former stating that much more must be done to ad-

vertise Toronto than at present. He intimated that the Toronto Ad. Club would most certainly be asked to give their aid to secure effective publicity.

* * *

F. F. Helmer is a recognized authority on type display, and his interesting talk on the Principles of Display in Typography, on March 12th was illustrated by a number of examples with the aid of a lantern.

Specimens of early typography, including Greek, Roman and Saxon were shown along with many modern examples, and it was made evident that the present state of perfection has only been attained after very gradual growth.

Expression can best be obtained by contrast, and judicious use of white space was advisable.

The optical centre of any page—the spot which caught the eye first—was at a point slightly above the centre of the page, and the most important part of the printed message should appear there.

In the correctly set up printed page the lower margin should always be the biggest.

* * *

On March 19th Mr. Helmer continued his luncheon talk of the previous week and spoke especially on the principles of art in typography. The two chief aims of printing were to get clearness and attract attention. He pointed out that a page printed entirely in caps was much harder to read than one in caps and lower case, and by means of a number of very excellent slides emphasized the necessity for correct balance.

The vertical axis in the printed page should be very pronounced, and by leaving a generous white margin around the type an effect was produced which was very pleasing to the eye.

Orderly arrangement even with small sized type he thought was more attractive than disorderly arrangement with much larger type.

The necessary steps to be taken in good type arrangement were three in number:

1. Attract attention.
2. Explain intention.
3. Make orderly mention.

A considerable part of the talk was given to the use and abuse of borders and ornaments.

W. G. Rook, in moving the thanks of the club to Mr. Helmer, voiced the opinions of the members when he said these talks were two of the best yet.

* * *

The weekly luncheon on March 26th was addressed by the President, C. W. McDiarmid, who gave an interesting talk illustrated with over fifty lantern slides on the state of Texas.

Judging by the magnificent buildings and scenery shown, this must be a wonderful country, and apart from the advertising value of the convention, the trip should be taken by every member who can possibly get away.

The president reported that on a recent trip to New York, Boston and Providence, he had visited the various Ad. Clubs, and had received promises of support for Toronto in the voting for the location of the 1913 convention.

WINNIPEG

At the noonday lunch on March 19th, the special guests of the day were C. A. Abraham and Arthur Hawkes. Mr. Abraham gave a most instructive talk on the value of circulation and the determination of rates, reproduced at some length in another column of this issue.

Mr. Hawkes' interesting address was on the value of advertising as a promoter of immigration. Mr. Hawkes is a recognized authority on the immigration problem, and his talk, therefore, carried added weight. The attendance was very satisfactory.

* * *

The other fellow is often fabricating when he tells you how glad he is to see you.

MAKING THE CAMPAIGN RING TRUE

By J. E. Copus, Instructor in Advertising, Marquette University, Milwaukee, Wis.

ANY advertising campaign—from beginning to end must be ethically sound if the highest degree of success is to be achieved.

Until it possesses this virtue it is not fulfilling its real mission—it can scarcely be a permanent success.

By ethical soundness I mean the observance of that common, old-fashioned honesty which we knew existed in the business world before conditions became so competitive and strenuous as to-day.

That honesty, square dealing, fair dealing pays in the long run and also gives large premiums in the immediate present, is so trite a statement that I must almost apologize for making it. Yet it may be worth while briefly to analyze this question of honesty, or ethics, in the advertising profession.

I take it as an axiom that an advertiser must use honest endeavors toward both seller and buyer: therefore,

1st. Justice to himself demands that he aim at a reasonable personal profit in the transaction.

2nd. There, of course, must be honest statement to the buyer, or in other words, no gouging.

3rd. Finally, there must be the assurance of perfect and absolute honesty in the terms of the contract—or in other words, there must be a reasonable and proper pushing of the advertisement after the contract is signed.

With regard to aiming at a reasonable personal profit, I would like to be allowed a digression here.

A prominent advertiser once said in effect that an advertiser should not boast and be glad because he had made a large commission on a big advertising contract, but that he was to be glad only that he had become the means or instrument of scattering abroad some good news. I have made an objection to that theory. It appeared too idealistic and altruistic. Why should not a man rejoice also when he has been able to add

to his own bank account by a good stroke of business.

PROFIT TOUCHES ALL CONSCIENCES

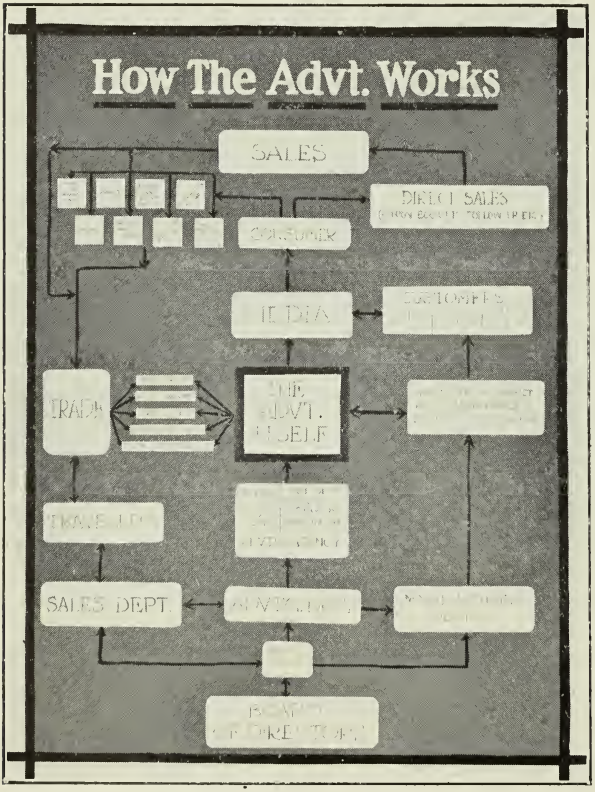
Be that as it may, the question of profit, either by commission or settled salary, is one that touches the conscience of us all. In either way of working, a man is ethically bound to use an earnest endeavor to place business, and he is not doing justice to himself or the firm or agency he represents if he is lax in this regard. It is unsound, ethically, for a man to argue that, as he is on commission he is free to push his business or not. He is not free. And there is no room for the lazy man in these modern times of ours. The ethical side of the question with regard to a salaried man is so clear that it does not need discussion.

We all condemn the false weight man and despise him. False weight in the profession of advertising may be defined as lack of earnestness, lack of initiative, lack of push and, finally, lack of belief in the value of the nature of the goods offered to the buyer. To one possessing such defects I would say:

"Get out of the advertising business. It is not your sphere."

Such a one that is not honest concerning his own personal profits—his own living—will not be honest with his employer

With regard to my third point, that there must be the assurance of perfect and absolute honesty in the terms of the contract and a



An Interesting Chart by H M Tedman

proper pushing of the advertisement after the contract is signed, I may remark that, prescinding from the purely ethical side, this

BABY'S OWN SOAP
Best for Baby
Best for You
THE particles of pure vegetable oil which are rubbed into the open pores of the skin with the creamy fragrant lather of Baby's Own Soap renew the life of the skin—help nature along. It assures a soft, white, healthy skin and its use delights both young and old. Baby's Own is for sale almost everywhere.
ALBERT SOAPS LIMITED, MFRS., MONTREAL.

Is "particles" the word to use ?

is rather a technical subject—and perhaps can be better discussed by a practical advertising contractor than by one who views the business from an ethical standpoint only.

All that I have said thus far relates to that command of God which forbids dishonesty—stealing in all its multiform phases. I come now to another view of this business which deals with a clean mind and clean thoughts, and which is prescribed by another of those wonderful mandates given by Jehovah to Moses on the Mount.

To say that a man's personal moral life can be divorced from his business activities it to utter a fallacy. What a man is in private he will be in public. There is no business in all commercial life where cleanness of thought and uprightness of moral conduct is so necessary as it is in that business which disseminates, through the printed page, the billboard, the magazine, the illustration, the circular, a knowledge to the world in general of certain facts, or the offer of certain salable goods.

It is easy to multiply evils. Innuendo, suggestions, often careless construction of phrasing of an advertisement may be a source of evil—when there is not the slightest shadow of an excuse for either

THAT SPARE HALF HOUR
Spring is with us again, and you are thinking of shedding your Winter garments and starting your garden.
But what about your house that you are so proud of?
Outside weather-stained? Woodwork dingy? Verandah marred? Waintscoting rubbed?
Now is the time to paint with
MINERVA PAINTS
A PAINT FOR EVERY PURPOSE
The famous British Brands that are backed by 78 years' reputation for quality.
MINERVA PAINTS cover better, wear longer and give absolute satisfaction in every respect.
They are economical and durable Painting with MINERVA PAINTS is real House Insurance—the kind of insurance you cannot afford to overlook.
Look for the MINERVA Head on every can It is your guarantee
Every can contains Full Imperial Measure. Prominent dealers at all points sell MINERVA PAINTS, including
Ask the MINERVA Agency for Color Folders and information
Made in Canada by
Pinchin, Johnson and Co. (Canada) Ltd.
Established in England in 1824
"IT'S SO EASY TO PAINT WITH MINERVA"
MINERVA PAINTS
MINERVA PAINTS

Strong Emphasis of Trade Mark

and when all could be avoided by common, ordinary care. There is no room for shoddy, there is no excuse for lack of a knowledge o

presentable English in this business.

What can a club do for advertising?

Make it absolutely clean, contracting for nothing, printing nothing, that can in the remotest degree be deemed objectionable on moral grounds. It is a sort of gratification to me that after a somewhat strenuous campaign on

"We consider our greatest advertising asset to be a home in which a Gourlay Piano is played."
Gourlay Winter & Leeming
Toronto
Canada

Dignified Treatment of High-Grade Article.

the part of, first one, and then many, national magazines, this objectionable feature in advertising has been practically eliminated, and that the United States Government has only recently prosecuted editors for printing advertisements detrimental to morality. It is a sign of the times that to-day no respectable paper will take any advertisement that is of a shady nature, much less one that reeks to high heaven.

All this is progress. All this is toward ethical soundness in business that has, in the past—whether justly or unjustly—suffered considerable abuse.

Let the advertising man have a high appreciation of his business.

Let him realize that it is a highly honorable occupation.

Let him realize that in our day and studying modern conditions, there is remunerative—and, according to personality—more than remunerative returns for the active and energetic man.

Let him realize that his profession demands of him the best—and the best all the time—that there is in him.

Let him not forget that in acting for another we cannot relinquish our own moral responsibility.

Let him fully realize that there is individual as well as corporate responsibility.—*Judicious Advertising.*

TO THOSE THAT KNOW

THE constant drop of water wears away the hardest stone,
The constant gnawing Towser masticates the toughest bone,
The constant wooing lover carries off the blushing maid
And the constant advertiser is the one who gets the trade.

* * *

THE first thing a man learns when he starts studying human nature is that the other fellow isn't different.

THE SUBSTITUTION PROBLEM

By A. Rowden King, of The Ethridge Company, Chicago

TWO remarkable signs hang conspicuously where all who enter must see and read them in a big drug store in Boston.

One of these signs reads: "No Substitution Here." The other's message is this: "We Give You What You Ask For. We Have Nothing of Our Own Make 'Just As Good.'"

This store is doing an immense and ever growing business, said to be one of the largest in the country, but not, it would seem, *because* it tabooes substitution but rather *in spite* of that fact.

Very evidently much disturbed, a woman recently approached the manager of this store.

"I don't at all like the way I am treated here," she protested.

"How is that, madam?" asked the official.

"Well, I asked your clerk over there for a bottle of Scott's Emulsion and he simply reached for it, without a word, put it on the counter before me, and asked me if there was anything else."

"But—er—madam, what would you have had him do?" stammered the mangaer, considerably nonplussed.

"Why, his manner was too cold and impersonal altogether, and I don't like it. It's a shame, too, because you have a nice store here and a good stock. Why don't you teach your clerks to do the way they do at So-and-So's store down the street?" naming one of the string of stores famed even among drug stores for substitution.

"How do *they* do?"

"Only the other day I went in there and asked for Colgate's Dental Cream, and the clerk was *so* nice. He went to all the trouble of coming around in front of the counter to explain to me. He asked me whether I had used Colgate's before; whether I liked it and why. And then (would you believe it?) he took time to explain to me that So-and-So's have some dental cream of their own, which is much better, and that I'd get more of it for my money because I would not be paying my share of the Colgate advertising expense."

"And you bought it?" asked the manager, fearfully.

"Why, *of course*," came the blissful reply.

It was the same old story of substitution. This woman, like thousands of others, was by a little personal service and attention, blinded to the fact that the joke was distinctly *on her*.

Probably the greatest difficulty standing in the way of solving the substitution problem is the fact that such a large part of the consumers *like* substitution. As P. T. Barnum used to say, "The public likes to be fooled."

Substitution for advertised products is not nearly such an evil

from the theoretical standpoint as it is from the standpoint of practice.

The advertising manager of a very successfully advertised proprietary article recently admitted confidentially to the writer that he really did not see where morals or rights are disregarded when substitution takes place.

"Competitors battle for supremacy in the advertising pages of the publications," he explained. "Suppose one of them persuades a reader as against the rest. Why has *he* any *moral* right to that reader's preference from that moment on until an actual sale has been consummated at some dealer's store?

"I honestly cannot believe he *has* such a moral right, but, of course it would not be business for me to admit it officially. When an advertiser has persuaded a reader that his goods are best, that advertiser has simply won the first engagement in the battle of competition. He has *captured* that reader, as it were, so that the latter has sworn allegiance to him—but only temporary allegiance. It then remains to be seen whether that reader, now fortified and reinforced with the advertiser's arguments, will be strongly enough entrenched to withstand the attacks of the substituting dealer.

"A sale does not take place until an actual order is given. As long as legitimate methods are used, a predisposition to buy is anybody's prey, it seems to me, until there is such an actual order. If the winner of the first skirmish in the advertising columns cannot impress his arguments upon the reader's mind so that they will endure against all comers, provided the latter use legitimate methods, until there is an actual sale (especially in view of the fact that 'first impressions are lasting ones') I believe he deserves to lose the sale."

This is probably true. In theory, the retailer has quite as much moral right to battle *fairly* with words for a sale of his private brand goods, as the manufacturer has to battle with printers' ink for it in the first place. But the great trouble is that in practice the substitutor's article is usually lauded by *unfair* means and without strict regard for the truth. The dental cream argument, cited above, is only one example of such unfairness.

And right here, when the element of unfairness and injustice enters, the problem of substitution develops moral phases and the necessity comes for active steps being taken on the part of the advertising manufacturers to cope with the situation.

But there is not much that they can do. To refuse to sell goods to those retailers who are known to substitute is impractical and impossible. Impractical because nearly all dealers substitute; and impossible because those who attempt to maintain prices find that, when dealers are refused goods *direct*, they usually have little or no trouble in getting them by *indirect* means.

From the standpoint of the ad-

vertising manufacturers, then, the problem of substitution narrows down to one of moral "suasion" brought to bear upon those dealers who do wrong and of material aid and preference given to those dealers who taboo substitution. And how are the manufacturers succeeding with such a program?

So flagrant and prevalent has substitution become, it is to-day an open secret that in certain big stores the clerks are schooled in the art of substituting. They are provided with order slips of one color on which to record their successful efforts at substitution and of another color for use when unsuccessful. And so long as they are able to turn in a certain percentage of the first kind of slips they retain their positions, and only that long.

In Chicago there is a big retail druggist who claims to be the third largest business in the country in strictly drugs, medicines and prescriptions. This man is not a substitutor, though almost all his local competitors are dyed-in-the-wool offenders in this particular.

This retailer even takes a more liberal view of the manufacturer's rights and the dealer's duties as regards substitution than the advertising manager of the proprietary article referred to above. He says, "We are not especially friendly to patent medicine manufacturers, but we believe in giving them a square deal. In these modern days of evolution in business, the manufacturer's duty is to sell his goods to whoever pays the price, so that anybody can get them, and what the purchaser does with the goods afterwards we believe is no concern of the manufacturer's. But they create the demand with their advertising, and if any customer, influenced by their advertising, comes into our store and asks for their goods, we believe it is our duty to give him what he has asked for, without any attempt at substitution."

"However, we have had no co-operation from the manufacturers in this policy," he explains. "*They* seem to be between the the devil and the deep sea when it comes to the substitution problem. Of course, they approve of our course, but they are afraid to say so for fear of hurting themselves with the little fellows. A manufacturer that caters to the little fellow is an ass and not a business man. Those who ignore them and go on about their business, regardless of retail drug cranks, like the Potter Drug & Chemical Company, of Boston, does, are the most successful in the end."

The fear of incurring the disfavor of hundreds of dealers who substitute, if they openly abet the non-substitutors, is real and tangible with the advertising manufacturers. In their advertisements, they continually warn the public against the snare of the substitutor, but in practice many, if not most of them, will not openly or officially stand behind the few non-substitutors there are, simply because the latter are in the minority.

The Boston manager referred

To-day "the Farmer is Coming to His Own"

THIS MEANS PROSPERITY AND GREAT INCREASE IN ALL LINES OF TRADE

The Farmer's Advocate and Home Magazine

London, Canada Established 1866

The oldest and most popular agricultural journal in Canada, stands qualified and ready to put you in communication with the wealthiest of the wealthy farmers who are reaping the profits in this farmer's age. Send to-day for sample copy and advertising rate card showing guaranteed paid circulation, **32,500.** Address

THE WILLIAM WELD CO., LIMITED
LONDON, CANADA

Established 1860

The Record
WINDSOR, ONTARIO

Makes affidavit to its circulation. Last Year

The Evening Record
exceeded 4,000 copies daily

The Weekly Record
exceeded 4,000 copies weekly

RATE CARD ON APPLICATION

John A. McKay, Publisher

Established 37 Years

THE SENTINEL
TORONTO, ONTARIO

The average circulation for the month of October, 1911, was

Over 27,500

The "SENTINEL" circulates among the best buyers in the Dominion of Canada, and gives better value to the advertiser, for mail order or general advertising, than any other Canadian publication. Our circulation books and records are open for inspection to all advertisers. Advertising rates on application.

The Sentinel Publishing Co., Limited

37-39 McCaul St., Toronto, Ont.

to at the beginning of this article tells how he recently learned that a certain drug line was to be advertised in his locality. His store had never substituted other goods for this or any other line; yet he learned that the advertising was to be done over the name of a string of Boston stores which are famous for their substituting methods.

Next time the salesman of this particular line came around, who happened to be also an official of the company behind the line and an old friend of this manager, the latter questioned him about this advertising. He asked him why he proposed to advertise his line over the name of a local enemy rather than over that of a local friend.

The salesman's answer was a marvel of inconsistency.

"Oh, we felt that we were sure of you. You've *always* been our friend," he said. "But down at So-and-So's they recently told me that if we would insert their name at the bottom of our local ads, *perhaps* they would think better of us and would not substitute for our line so much in the future."

"Then it pays better *not* to be your friend," gasped the manager, almost pinching himself to see if he had really heard the man correctly.

There is another dealer in a certain New England city who has also made sincere efforts to give the advertising manufacturers what he believes is their due. He tells stories about many manufacturers who take their stand against substitution more in theory, in their advertisements, than in practice.

One of them, he explains, for some time enjoyed the rather unique favor of being allowed to use this dealer's storage facilities as his local shipping headquarters. Yet this same manufacturer always positively insisted that this special connection with this non-substitutor should be kept absolutely dark and unknown, explaining that he knew it would do him no good in a business way to have the army of local substitutors know that he stood on such terms of intimacy with a dealer not of their coterie.

Considering, then, the fact that the public, or at least a large part of it, seems rather to enjoy being made the butt of substituting, and the fact, too, that non-substitutors oftentimes receive so little co-operation and active sales help from the advertising manufacturers, it is more *strange* than *natural*, that the few non-substitutors there are (the three referred to being among them) should prosper so signally.

Of course there are some big manufacturers in proprietary and other lines who see fit openly to aid non-substituting dealers in *practice* as well as in *theory*. But with the great army of smaller manufacturers who are struggling for distribution, the problem is a far different one. They seem to be unable or afraid to act singly.—*Advertising and Selling.*

* * *

THEY deserve credit most who do not ask for it.

MEN AND MEDIA

THE third semi-annual circulation analysis issued by *The Globe*, Toronto, is to hand, and is, as usual, a most exhaustive and comprehensive statement.

The returns for 1911 show a most gratifying increase over any previous year and the detailed statement of circulation by villages, towns, counties and provinces is again a leading feature.

The increased advertising patronage accorded *The Globe* is evidence that this paper's methods are appreciated.

* * *

H. T. MACDONALD has resigned his position as advertising manager of Fairweathers, Limited, Toronto,

Striking ad. of a difficult commodity to advertise.

and has accepted a similar post with Redferns, Limited, of the same city.

* * *

Saturday Night, Detroit, held their fifth anniversary and banquet on March 14th, when the publishers entertained the entire staff. During the day the Adcraft Club of Detroit in a body, and many leading merchants called to offer their congratulations.

As a sample of good clean journalism this paper is to be commended.

* * *

THE *Motor Magazine of Canada*, formerly published by W. J. Taylor, Limited, of Woodstock, has been purchased by H. Gagnier, Limited, and will in future be issued from the Saturday Night Building, Toronto.

Rod and Gun, the other Taylor publication, remains under the same control as heretofore.

* * *

THERE is every probability that Geo. W. Coleman, president of the Associated Ad. Clubs of America, will receive at the forthcoming Dallas Convention, the unanimous vote of the delegates for re-election. Mr. Coleman's work has been characterized by energy, ability and self sacrifice, and his re-election would be very popular.

* * *

Saturday Night, Toronto, advise that, owing to its increased size, Monday afternoon will in future be the last time for receiving copy instead of Tuesday.

* * *

J. W. RYCKMAN, manager of the Associated Publishers, Limited, Winnipeg, has resigned from the management of *Country Life in Canada* and will devote his whole attention to the *Dominion*, a national magazine, whose circulation,

we understand, is increasing at a very rapid rate.

* * *

Our editorial in March issue of Economic Advertising on Patent Medicine Advertising, has evoked widespread comment.

We are pleased to note that the *Toronto Evening Telegram* has decided to eliminate all patent medicine, objectionable and fake advertising from its columns, and if our article had any influence on their decision we are indeed gratified.

Who will be the next?

* *

C. I. Baker, till recently in the Toronto office of the Montreal *Star*, has resigned his position and joined the staff of the *Canadian Courier*.

* * *

We must congratulate the Southam Press, Limited, on the very artistic Easter Calendar which has just reached us. The color combination is pleasing in the extreme, and the presswork excellent, and on a par with the usual productions of this firm.

* * *

The *Grain Growers' Guide*, Winnipeg, announces many changes, typographically and otherwise, which cannot fail to enhance the value of this publication as an advertising medium.

* * *

A new firm of designers, copywriters, printers and engravers' under the style of "Ad-Service," has started business at 154 Bay Street, Toronto. S. G. Waller is superintendent of this new venture, which has our best wishes for success.

These are the biscuits that vanish fast behind busy little milk teeth.
Puffs and rolls, snaps, waffles, cakes and crumpets — for all your goodies — Five Roses.
20
Five Roses Flour
Not Bleached Not Blended

Striking.

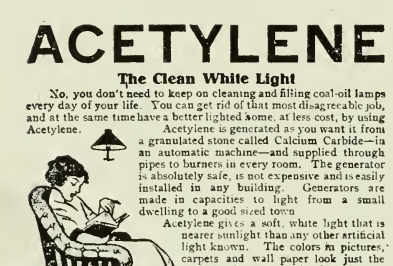
RALPH H. WATTS, advertising manager of the St. John *Telegraph and Times* called on us the other day. He has been on an extensive business trip in the interests of his paper.

* * *

The Canadian Farm has increased its staff by the appointment of Gordon Milligan.

* * *

IT is gratifying to have to record, on the authority of John M. Imrie, secretary of the Canadian Press Association, that the cam-


ACETYLENE
The Clean White Light
No, you don't need to keep on cleaning and filling coal-oil lamps every day of your life. You can get rid of that most disagreeable job, and at the same time have a better lighted home, at less cost, by using Acetylene.
Acetylene is generated as you want it from a granulated stone called Calcium Carbide—in an automatic machine—and supplied through pipes to burners in every room. The generator is absolutely safe, is not expensive and is easily installed in any building. Generators are made in capacities to light from a small dwelling to a good sized town
Acetylene gives a soft, white light that is nearer sunlight than any other artificial light known. The colors in pictures, carpets and wall paper look just the same by Acetylene as by daylight It is the perfect light for reading, as it does not strain or tire the eyes. Would you like to know more about Acetylene lighting? Write us—we'll gladly tell you. 12W
ACETYLENE CONSTRUCTION CO., LIMITED
404 POWER BLDG., MONTREAL
Full Stocks of Calcium Carbide carried at
Cor. McTavish and 6th Sts., Brandon, Man. — 411 Richards St., Vancouver.

Too much reading matter in the spaee.

paign to advertise advertising, which is now running in ninety-three leading Canadian dailies, has already brought in a number of enquiries from advertisers.

Publishers and agencies cannot fail to feel the benefit of this remarkable publicity campaign in the interests of better advertising.

* * *

IN the series of excellent ads. which *La Presse*, Montreal, have been recently running in *Saturday Night* to advertise themselves, full use has been made of the proportion of French and English speaking people in the province of Quebec and the city of Montreal. A medium which caters to two-thirds of the population of a city is certainly worthy of consideration.

* * *

The News came out on March 20 with a well gotten up 14 page supplement of spring Paris and American fashions, dealing with the new styles of both women's and men's garments.

The volume of advertising carried must have gladdened the heart of our worthy friend, Sid Furness.

* * *

THE headquarters of the Advertising Men's League of New York will henceforth be located at Room 771, Fifth Avenue Building, 200 Fifth Avenue.

* * *

HONOR to whom honor is due. The following are the original members of the Advertising Advertising Committee of the Toronto Ad. Club who, so ungrudgingly, have given of their time and ability in the preparation of the splendid series of ads. now running in the Canadian daily press.

Messrs. Cantlon (A. McKim, Limited), Colgate (Gagnier Agency), Denne (A. McKim, Limited), Fitzpatrick (J. J. Gibbons, Limited), Kirkwood (J. Walter Thompson), Lydiatt (J. J. Gibbons, Limited), McClellan (Gagnier Agency), Solomon (Gagnier Agency), Don. Tuck (Woods-Norris, Limited), with John M. Imrie (Secretary, Canadian Press Association) Chairman.

Is your product worth talking about?

Every manufacturer takes a just pride in his product, but is often at a loss to know how best to get the buying public acquainted with its sterling qualities. Has **your** advertising any **real** news value? Does it put **facts** in their most favorable light? Is it **economically** and **judiciously** placed? Your answer in the affirmative to these questions exactly describes

Woods-Norris Service

But you may realize that your advertising lacks something! If so—you are the man we want to get in touch with. Our service is much more than mere clerical and mechanical work. We produce advertising that is **personal** and **profitable**—that hits hard, is definite, and hammers home your best selling arguments. **Our service pays.** More than a few leading national advertisers will bear out this statement. Ask any of them what **Woods-Norris Service** means. We will mail you their names. Ask us to detail our proposition to you.

WOODS - NORRIS LIMITED

Advertising Agency

Mail Building - - - Toronto

The Globe
TORONTO

The Great Quality-Quantity Newspaper

Has for sixty-seven years maintained its premier position in Canadian journalism, both as a newspaper and as an advertising medium.

This has not been done by resorting to premiums, guessing contests or popularity competitions.

The great thinking, buying public are not secured, much less are they held, in that way.

The Globe's position has been kept, as it was earned, by giving genuine honest service both to reader and advertiser.

The Globe was one of the first papers on the continent to issue a sworn statement of its circulation.

The Globe was the first paper in Canada to issue a detailed analysis of its circulation in pamphlet form. No advertiser should be without this booklet. Issued semi-annually. Mailed upon application.

CANADA'S
NATIONAL
NEWSPAPER

MAY—1912

Economic Advertising

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WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING, TORONTO, CANADA

Unmistakable Evidence of Advertisers Confidence In The

Toronto Daily Star

THE STAR has made, in this first quarter of 1912, a larger gain in advertising than it made for the same period at any time during 1911—and 1911 was one of the most prosperous years in its history. Each of the last ten years has shown a gain, not only in advertising, but in circulation, over its predecessor.

This increase in advertising is not altogether because the business of advertising is thriving mightily. The chief reason for the gain is the quantity of circulation and the quality of The Star, its low cost in comparison with its circulation and the service it gives its advertisers. The Star's net daily average circulation for March, 1912, was

74207

Rates and detailed circulation statement mailed anywhere upon application. Circulation books open at all times for inspection.

UNITED STATES REPRESENTATIVES:

C. H. EDDY
5024 Metropolitan Bldg.
NEW YORK

EDDY & VIRTUE
People's Gas Bldg.
CHICAGO

Monthly Magazine published in the interests of Canadian Advertisers

Economic Advertising

ADVERTISING RATES

	1 month.	6 months	12 months.
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

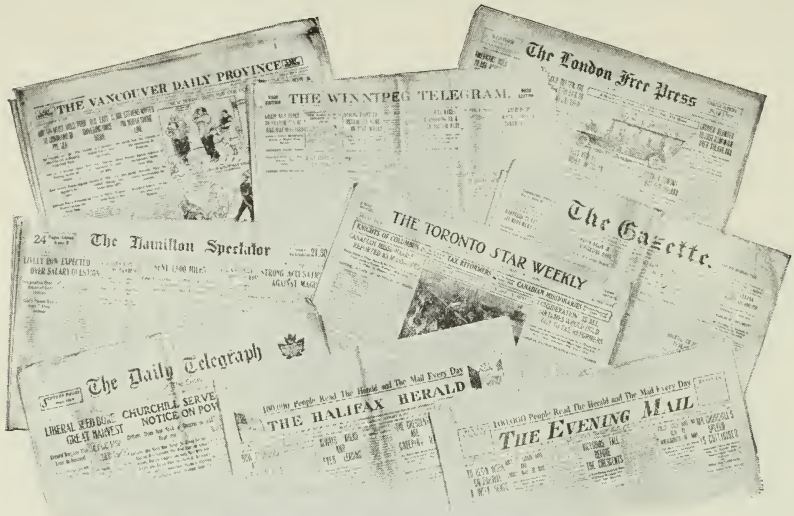
Vol. 5. Toronto, May, 1912. No. 5

THE VALUE OF THE TRADE MARK

A GLANCE at the advertising columns of any of our big dailies or magazines must impress even the uninitiated with the fact that trade marked goods are best known, that they are on sale at all the good stores and are recognized as the standards of quality the world over.

In the States some trade marks and registered names are valued by their owners at hundreds of thousands of dollars. We will mention just a few and you will at once realize the value of the trade mark to the various concerns: the Old Dutch Cleanser Girl, the Winged Foot of the Goodyear Tires, the Bull of Durham Tobacco, the Three O'Clock Typewriter Girl, the Arrow of Arrow Collars and Shirts, the Dog of His Master's Voice Phonograph, the Cream of Wheat Nigger, the Arrow in the Coca Cola and Spearmint advertising, and hundreds of others which catch the eye every time we scan our papers or magazines.

As an instance of how firms value their trade marks, the following case, in which judgment was given by Justice Charbon-

A retail firm with the name Vineberg as part of their firm name opened a retail store in Montreal, and in their advertising gave great prominence to the slogan, "Progress Proclaimed." H. Vineberg & Company, proprietors of "Progress" Brand Clothing, immediately applied for an injunction restraining this retail firm from using the word "Progress" for publicity purposes. They claimed that an impression had been created amongst their customers that

THE MONTHLY MAGAZINE SECTION

of Canada's Greatest Newspapers is conceded to be the **greatest advertising medium in the Dominion.** It has a circulation, every issue, of

OVER 224,000 COPIES

Increasing 6,000 copies per month. Ordered, paid for, and read in the **homes** where the **buying** is **planned.**

Circulation **guaranteed.** Literary and art features **unexcelled.**

Rate only $1.00 per agate line—the **most productive magazine-life advertising in Canada. and the only national medium in Canada that covers the field.**

Remember that "cost" is measured by **results.**

Forms for June issue close May 7th; **July issue, June 7th.**

Contract your space NOW before the rate increases.

CANADA STORY PRESS, LIMITED

General Managers for the Monthly Magazine Sections

TRADERS BANK BUILDING TORONTO

they were entering the retail field and that the new firm was in some way connected with the old firm of the same name.

It would, of course, be damaging for a wholesale firm to enter into competition with the retailers whom they were supplying, except at the risk of losing their trade, and it is evident that the injury brought about by the false impression which had gained currency might have been incalculable.

The justice in passing judgment for the petitioner made the injunction so far reaching that newspapers are forbidden to include the word "Progress" in any advertising which they publish for the respondent. This is a case which occurred only a short while ago, and shows that there is no protection so valuable to the manufacturer or merchant as a trade mark or registered name.

The essence of successful trading is to make good goods and then to protect them by trade mark, so that the public can ask for them by name and know that they are getting the very best quality of product in that particular line, and the giving of prominence in your advertising to the trade mark of the article advertised cannot fail to produce profitable results.

PROFESSIONAL ADVERTISING

The enormous development in the advertising of nearly every known commodity has brought about something akin to a revolution in business policy, and the elimination of questionable methods and untruthful statements has given advertising a dignity and added value unknown before.

But there are a large number of professional people in Canada who still claim that it is unethical to advertise—that a doctor, dentist or banker should do no more than insert a professional card and put up his name plate.

True, there are a few bolder spirits who are realizing the tremendous value of advertising as a selling force, but the large majority are content to sit on a pedestal of lofty superiority and talk of the dignity of their profession while the good dollars roll into the coffers of their more enterprising brethren.

Is there any defence for such action? Dr. Risk, a leading dentist of Toronto, in a recent interview in the daily press, rightly points out that the public are growing tired of too much professional ethics.

He pointedly asks: "Is it ethical never to mention the cost of your work to a patient until it is done, when he feels compelled to pay or plead poverty? Is it ethical to retain members in the medical profession who are guilty of criminal practices within the knowledge of every physician in the city?" Such pro-

A VIRGIN TERRITORY

THE LAST BEST WEST

The cream of the business awaits the progressive manufacturer who advertises aggressively. Westerners are Canada's best buyers of well advertised goods. **THE HERALD** is the one best medium to place your product before **THEM.** ∴ ∴ ∴

The Herald Publishing Co., Ltd.

CALGARY, CANADA

Edgar J. Guy, Eastern Representative, 61 Canada Life Bldg., King St. W., Toronto

EDMONTON JOURNAL

M. R. JENNINGS, Editor and Man. Director *JOHN MacLAREN, Bus. Mgr.*

Sworn Statement of Circulation for Year 1911

Date	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
Dly. Av.	4980	5296	5527	6544	7377	7733	7994	8129	8154	7925	7795	8150

THE above figures exclude all returns, unsold and waste copies. The circulation books and records are open for inspection to advertisers any time during business hours for the purpose of verifying the above statement.

R. R. LEITCH,
Circulation Manager

The Association of American Advertisers (New York City) has examined and certified to the circulation of this publication. Only the figures of circulation contained in its report are guaranteed by the Association.

No. 204 T. E. Rossman Secretary.

The only Edmonton newspaper which has been audited and guaranteed by a special representative of the Association of American Advertisers.

Edgar J. Guy, Representative, Canada Life Building, Toronto

ceedings are winked at every day, but at the mere mention of commercializing the professions by advertising, the worthy doctors, dentists and bankers hold up their hands in professional horror.

Surely ethics has a broader, bigger meaning than this.

Each of these professions has something to sell, and we fail to see how it can be undignified for a doctor to let the public know he has made a life study of some particular ailment, for the dentist to offer a lowered price as an inducement for certain work of standard quality, or for the banker to advertise the "service" he has to offer in the encouragement of thrift.

The public is clamouring for honest goods on which the spotlight of publicity has been turned.

Is it too much to anticipate that the time is not far distant when the professions will realize that they owe it to the public to tell them what they have for sale? After all is said and done, they have something for sale equally as much as the grocer or butcher.

THE 1912 CONVENTION

WITHIN a few days after this issue of ECONOMIC ADVERTISING is published, advertising delegates from every corner of the States, Canada and England will be on the road Dallas-ward.

It is safe to say that no movement of recent years has taken such a hold on the business life of the country as has the Ad. Club movement, and its undoubted success is ample vindication of its principles and methods.

While full provision has been made for the entertainment of the visitors, including an extended trip through the wonderful state of Texas, very rightly the educational side of the convention is given the greatest prominence, in fact a great deal more time is set aside for the business of the convention than was the case in Boston last year.

One feature that will commend itself to the delegates is that a number of the departmental sessions are to be held in the Scottish Rite Cathedral, a large building, having a number of spacious committee rooms, so that it will be possible for a visitor to take in as many as six meetings in one day without leaving the building

The value of such a convention is immeasurable. The men who have been foremost in the uplift of the advertising profession will be on hand with personal accounts of their methods that have won success—incalculable good will accrue to every advertising man in the interchange of ideas with fellow ad. men—and it will be

A PRINTER'S TALE

Plant	1906	One monoline, one good cylinder press, two platens, one stitcher, hand-power bindery.
	1909	Two linotypes, two Miehles, one Cottrell, four platens, two stitchers, power cutter and folder.
	1912	Three linotypes, two monotypes, full type equipment, six Miehles, one Cottrell, six platens, one Falcon, complete modern bindery, running two shifts a day.
Service	1906	Nothing doing.
	1909	One salesman, one designer.
	1912	Complete department, salesmen, designers, artists and copy men on our own payroll. Capable of producing a complete work of any size.
Customers	April 1906	Fourteen small customers.
	April 1909	Forty-three customers, ninety-three orders.
	April 1912	Sixty-nine customers, with a total of one hundred and ninety-seven orders. Smallest order seventy-five cents. Largest order more than twenty-six hundred dollars.
Price	1906	Same as most other printers—guessed at.
	1909	Based on fairly accurate cost system.
	1912	Best possible in a good shop running at high pressure. National Cost Congress system used. Profit moderate but certain. Prices higher than many but lower than others.

Acton Publishing Co., Limited

TORONTO:
1229 Queen Street West

MONTREAL:
Coristine Building

the privilege of every visitor to lend his voice and vote in the movement to abolish the fraudulent, fake and indecent in advertising and to help in the elimination of waste.

These are burning questions that can most effectively be threshed out and remedied at just such a get-together as the Dallas convention promises to be.

Economic Advertising has always been in fullest accord with the movement, and has arranged for special representation at Dallas.

Our readers may rely on a full report of the convention activities in June issue of this journal.

PROMOTING BUSINESS

Undoubtedly the most interesting and valuable selling talks that have ever appeared in the daily press to further the sale of the paper's own advertising are the daily columns on the front page of the "New York Evening Mail" by Wm. C. Freeman, which have now been discontinued with their one thousandth appearance.

That sufficient attention has not been given by publishers in the past to this style of advertising is evidenced by the fact that those papers which have allotted regular space to the advertising of their own advertising have found this feature an eminently profitable one.

The trouble seems to be in obtaining really strong selling copy, and in this respect Mr. Freeman has performed an eminent service and set a splendid example to the publishers of the country in the line of copy which he has originated.

We make bold to say that these Freeman talks have tended to bring more dollars into the coffers of the newspapers than anything of a promotional nature which has ever appeared in the press.

We understand that over fifty papers have purchased the right to use these talks. It is a pity they are not at the disposal of every publisher on the continent.

The trouble is that many papers do not realize what they have for sale. When they once realize that they possess the greatest medium on earth for selling things; when they discover that advertisers will patronize a clean sheet with a sworn circulation in preference to any other kind; when they continue to press these facts home day after day in their own columns in chatty, yet straight-from-the-shoulder talks, then they will discover that patience and persistence in the advertising of their own wares in their own columns pays, and pays handsomely.

LEGG BROS.
LEGG B.E. Co.
ENGRAVING
COMPANY
QUICK SERVICE
PRICES RIGHT
Makers OF
FINE PRINTING PLATES
ILLUSTRATORS AND DESIGNERS
5 JORDAN ST
TORONTO
CANADA.

FRENZIED PUBLICITY

There is a marked tendency in the copy of to-day to eliminate the sensational element so prominent a few years ago.

And we think the move has been made in the right direction in this respect. Selling goods in person or through advertising is a purely business proposition and the Sequah and Barnum methods that are so rapidly falling into disuse are only liable to arouse distrust in the mind of the prospective purchaser.

Now we do not think that this sensational style ever did any great harm, it may even have been effective at a time when the public had not yet been educated to regard advertising as a real aid to profitable merchandising.

Recently, however, we have been reminded that in one line of advertising at any rate, that of steamship advertising, there exists much more than a mere danger to life in the methods employed to gain publicity.

The "Titanic" was the biggest, strongest, most luxurious, if not the fastest steamship afloat, equipped with elevators, swimming baths, gymnasium and every electrical device that could add its quota to the comfort and pleasure of its rich clientele, and these sensational facts and figures had undoubted advertising value.

The amount of free publicity given to this ship in every newspaper of two hemispheres must have represented an enormous sum, and this advertising attracted a passenger list of millionaires to a vessel of such splendid proportions.

The point is that no firm or corporation has a right to exploit its wares in a manner calculated to endanger the public.

Ample evidence has already been educed that common precautions for the safety of passengers and crew were not taken; that enormous risks were run under abnormal conditions, and the only redeeming feature is the splendid upholding of Anglo-Saxon traditions by both men and women in the face of certain death.

Enough has been written on this sad catastrophe; we have no personal opinions concerning the conduct of the Smiths, Ismays, Peuchens and others.

But one good we do feel will accrue from the disaster. We feel that most assuredly the safety of the passengers will in future be more prominently featured in the advertising of the great steamship lines, and that the public will patronize those lines whose guarantee in this respect is unmistakable and irrefutable.

More Railroads—More Business

GRAND Trunk Transcontinental trains will be running from Winnipeg to Montreal, via Cochrane and Toronto within three months.
The traffic of a new transcontinental line will be flowing over the T. & N. O. railway through Northern Ontario very soon.
The T. & N. O. opened up Northern Ontario to 100,000 people, and the Grand Trunk Pacific will result in an additional half million population in the Temiskaming country within a very short time.
National advertisers cannot afford to overlook this important territory. The purchasing power of the people of the north country is equal to, if not greater than any district of like population in Canada. Goods to the amount of millions of dollars are purchased annually.

THE DAILY NUGGET

Published at Cobalt, Ontario, is the only Daily Paper in Northern Ontario. Advertising Rates on application. Circulation 4000 copies daily and steadily increasing.

You Can Put Your Business on a Paying Basis by Newspaper Advertising.

The live merchant or manufacturer knows that he must keep his name and goods ever before the public if he wishes to increase his trade. The columns of the

Hamilton Times

are open to you. Get in touch with our thousands of readers, both in and out of Hamilton. It will pay you to advertise in a *bright home paper* like the "*TIMES*."

Rates cheerfully given.

LET US DO YOUR JOB PRINTING

TIMES PRINTING CO., LIMITED

HAMILTON - ONTARIO

AN APPRECIATION

The Cobalt Daily Nugget, Limited

H. S. BROWNING, PRES. E. W. BROWNING, VICE-PRES. E. S. SECORD, SEC.-TREAS

High Class Job Printers
Publishers of The Cobalt Daily Nugget
Saturday Illustrated Nugget

Cobalt, Ont. April 12, 1912.

Messrs Economic Advertising,

Toronto.

Gentlemen:-

Enclosed please find copy for half page advt. in May number of Economic Advertising. We were very, very busy last month and did not send change of copy, but our March advt. was most attractively displayed and it did no harm to have it repeated in your April number.

We are glad also to take this opportunity to express our satisfaction with the results of our half page in Economic Advertising during the past three months. We have had numerous inquiries which we cannot trace to any other source. Therefore not only do we read Economic Advertising with great interest but we find that the advertising we have done in its pages is bringing profitable returns.

Very truly yours,

THE COBALT DAILY NUGGET, LIMITED.

E. S. Secord

Spring Time in the West

FARMERS are working from dawn to dusk putting in the seed.

SOON the young crop will be showing a rich green over thirty million acres of black soil.

MYRIAD meadow larks are vocalizing the joy that is throughout the land.

IT is also buying time.

MILLIONS upon millions of dollars will be spent even before the two hundred million dollar crop is ready for the binders.

THE railways will spend sixty million dollars in constructing three thousand miles of new line. One new town will be born every three days, with the expenditure necessary to do this. Over four hundred thousand immigrants will bring in wealth with which to establish new homes. The Canadian west in its full flush of prosperity will expand as it has never done in the past.

WESTERN folk are generous spenders. They are susceptible like all other humans to the law of suggestion.

THE months of big business are on. Your suggestions made through the medium of the Winnipeg Free Press will meet with a surprising response. By associating with the Free Press in your advertising campaign some of the live but smaller dailies in the rapidly growing cities of Saskatchewan and Alberta, you can at a moderate additional expense cover thoroughly the whole west—the richest advertising territory on the continent.

THE advertising agencies of Canada are well equipped to offer skilled advice on the subject of a western campaign of publicity. They will furnish estimates of cost, prepare copy, and submit sales promotion plans.

Eastern Canadian Representative

EDGAR J. GUY, CANADA LIFE BUILDING, - TORONTO

ADVERTISING COPY TO REACH THE FARMER

By F. W. Hunt, Advertising Manager, Massey-Harris Co., Limited

FIFTY years ago, reapers and other labor-saving farm implements were being burned in the field, owing to a feeling among farm laborers that their use would throw many men out of employment.

Twenty-five years later, the necessity of labor-saving machinery had been definitely established, and no longer was the fear entertained that the introduction of such meant a large army of unemployed.

At the present time the farmer considers improved implements and appliances, not so much from the standpoint of the saving of labor, but rather from the standpoint of increased profits due to the greater yield or improved quality of productions.

The farmer of to-day is not a subject for caricature or ridicule. He is keenly alive to anything which will affect his interests; he is a shrewd, intelligent and progressive individual, and in the preparation of copy this must be kept in mind.

Much of the credit of this is due to our splendid agricultural colleges and experimental farms, of which there are thirty or more in the Dominion.

The manufacturers are also doing their share in the great educational movement. Several have established what might be termed "service bureaus," and have spent considerable time and money investigating the problems which confront the farmer and offer the help of this department without charge. It is true that they are not wholly disinterested, but the fact remains that much is being done by various manufacturers along educational lines.

This idea is also carried out to a considerable extent in their advertising. Many booklets are issued dealing with such problems as "Building Construction," "Dairying for Profit," etc.

Manufacturers of farming requisites are now devoting their attention to the production of implements and appliances for increased efficiency, rather than to the mere saving of labor.

A good example is the modern style of corn planter.

I take this example for the reason that such machines are but little used in Canada, and can be mentioned without fear of my being accused of a personal interest in the matter.

The old type of corn planter rarely averaged better than 70 per cent. of accuracy, whereas the new type averages from 95 per cent. up. Taking this difference as a basis, it is an easy matter to figure that on the average farm in the great corn belt, the increased yield from this one fact alone will easily pay for the machine in one season,

OTTAWA **"LE TEMPS"** CANADA

THE ONLY FRENCH DAILY PUBLISHED IN ONTARIO

You cannot blanket Ontario unless you use "Le Temps"

I, Arthur Pageau, Circulation Manager of "Le Temps" hereby swear that the circulation figures herewith given below represent the absolute circulation of "Le Temps" on March the 16th, 1912.

The Daily Average Circulation Is 5,700

THIS IS ABSOLUTELY net paid circulation, and does not include sample copies, free copies, spoiled copies or returns.

Sworn before me at Ottawa this 16th day of March, 1912.

ALFRED E. LUSSIER, *Commissioner, etc., Notary Public.*

ARTHUR PAGEAU.

"Le Temps" has been published for fifteen years in the city of Ottawa. It is the only French Daily Newspaper published in the Province of Ontario, in fact, the only French Daily West of Montreal and is the duly authorized organ of the French-speaking population of Ontario whose number exceeds 250,000.

"Le Temps" publishes all the news, and has the wire services of all the press associations.

Your advertising campaign will not be complete unless your list includes "Le Temps" and we respectfully solicit your patronage.

LA CIE DE PUBLICATION "LE TEMPS," LTÉE.

OTTAWA - - CANADA

PARIS

Paris, Canada, is the best town in the Dominion to live in, the best town to advertise in and the Review is its best read paper. Keyed advertisements will prove results and make business for both of us

Our charge for space is what the space is worth—no more, no less.

THE WINDSOR RECORD

Serves a constituency—Essex County—of 60,000 people. In this field it sends over

8000 Daily and Weekly Newspapers

(*Sworn Circulation*)

It is the only single medium that covers this district.

Rate card on application.

John A. McKay, Publisher

and in succeeding years yield that much additional profit.

But to secure the best results, care is required in the selection of the seed corn, and an extensive advertising campaign has been carried on by manufacturers and agricultural colleges for seed selection —testing the individual ears for germination, etc.—which has resulted in the adding of millions of dollars to the value of the corn crop of the United States.

In the preparation of copy to reach the farmer, a plain, sensible presentation of the case, avoiding the use of the superlative, unless it can be backed up by facts, is the style of ad. which would appear to be most suitable.

The use of the simplest language possible is to be recommended.

It is not enough that the ad. *may be understood—make it so plain* that it *cannot be misunderstood.*

One can, as a rule, go fairly well into details, being careful, however, to avoid too much small type, for, at the present time, not many farm homes are electrically lighted, and small type is hard to read by a poor light.

Conditions in Western Canada are very much different from the conditions in the East, and copy must be made to fit the individual cases. For example, in the advertising of dairying essentials, it must be borne in mind that in the East it is more a matter of showing the superiority of one's production, whereas, in the West, the farmer must first be convinced of the necessity of keeping cows.

Mixed farming, while commonly practised in the East, is all too rare in the West, where wheat is the great staple.

The Western farmer must be aroused to the importance of mixed farming and crop rotation in order to place farming on a sound basis. Already, in parts of Manitoba, one may find farms which have been abandoned, owing to the fact that repeated crops of wheat have exhausted the fertility of the soil.

"Yes—FRY'S Cocoa will make this cake just delicious!"
FRY'S COCOA
Make the ICING for your Chocolate Cakes with
Fry's THE Cocoa
Remember: "Nothing Will Do But FRY'S"

Appropriate illustration well drawn.

Another point of difference between the East and the West is the large number of Western farmers who have come from other countries and are not familiar with the productions of Canadian manufacturers.

An idea which many manufacturers might well embody in their

THE Winnipeg Telegram is making a special feature of literary news and book reviews. The literary editor is Dr. W. T. Allison, Professor of English Literature in Wesley College, University of Manitoba. Dr. Allison holds a Ph.D. degree from Yale University, where he pursued English as his specialty. In addition to academic qualifications, he has had fifteen years' practical experience in Canadian journalism. For over a year Professor Allison has been writing an editorial column for The Telegram daily, but in addition to the daily comment on things literary, he has now taken over the editorship of the Saturday book page, and we think that we can safely promise that in attractiveness of make-up and brightness of subject-matter, it will be second to none in Canada.

This high-class feature will be of special interest since the management will only accept the very best and most suitable display advertisements on this page. These include announcements of book publishers and prominent Canadian colleges, boarding-schools, etc.

Advertising rate, 5 cents a line or 70 cents an inch.

J. B. Rathbone

43 Victoria Street - - Toronto

Telephone Main 5167

advertising is that of taking the public into their confidence. In conversation with a farmer recently, a discussion arose concerning the cost of repairs. He thought (and this is quite a common feeling) that prices were too high. I pointed out to him the immense amount of capital required to keep a complete stock of repairs, and other expenses incidental thereto, and showed him how, in many cases, rush orders were filled at an actual loss. This was a phase of the subject which had never occurred to him, and he finally expressed himself as thoroughly satisfied.

Through the medium of advertising, many such points might be presented in a new light, and much of the farmer's antagonism towards the manufacturer removed.

Every farmer uses a plow, but many of them might to advantage use a two-furrow plow where they are using a single-furrow, and some might use an engine gang plow where they are using a horse gang. So, even in the case of such a common article as a plow, there is some room for educational work through the medium of advertising.

The farmer should be a good mail order customer in most lines, and this fact is being more and more realized and taken advantage of by advertisers.

The sale of the larger farm implements does not seem to have made much progress through the medium of mail order advertising, and this is probably due largely to three causes.

FIRST—Because none of the so-called standard lines are available in this way.

SECOND—Because many farmers are not in a position to pay cash and prefer the long-time payments.

THIRD—Because the very complete and far-reaching organization of the implement manufacturer puts the farmer within easy reach of expert assistance or repairs at a time when a delay of a few days might mean the loss of his crops.

So far, I have spoken only of the actual farming necessities. The idea still prevails in the minds of some that it is not worth while to advertise luxuries to the farmer, but gradually this idea is being overcome.

In many farm homes one finds all the conveniences of city life. A point which should not be overlooked is that the farmer is shut off from many of the pleasures available to his city cousins, and, as a result, anything which tends to entertain or make home life more enjoyable, is more sought after than in the case of city people, so that the rural districts should offer a good field for advertising the so-called luxuries of life.

In conclusion, I would just like to put into two words what seems to me should be the points to be kept in mind in preparing advertising to reach the farmer. They are *EDUCATION and CO-OPERATION.*

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine snbscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1911, 2,347,656

Weekly Average, 45,135

Hamilton Newspaper Union
Hamilton, Canada

WHAT are you Eastern Manufacturers doing to hold, and increase your trade in Saskatchewan — Canada's third province? Thousands of the newcomers to this prosperous West are from other lands and do not know Canadian trade-marked goods, or their merits. They are big buyers, have plenty of money and spend it freely, but they won't *ask* for *your* goods unless you make them known.

¶ It is easy to cover Saskatchewan with an advertising campaign—easier than in any other province in Canada — with possibly one exception.

¶ As a first step you should use the REGINA LEADER. Published at the Capital it has by far the largest circulation of any daily published in Saskatchewan, and it is in every respect a Provincial newspaper.

¶ We'll gladly send to any manufacturer interested a sample copy and advertising rates.

¶ Published Morning, Evening, Weekly.

□ □ □ □

The Leader Publishing Company, Limited

Regina - Sask.

Edgar J. Guy
Canada Life Building - Toronto

THE USEFULNESS OF CONVENTIONS

By O. C. Pease, with A. McKim, Limited, Montreal

THE idea of a convention is an historic heirloom, apparently, which has been handed down to us through the ages. As far back as the fifth century, B.C., the Romans and the Carthagenians gathered together on numerous occasions to discuss ways and means of advancing political and commercial relations. And if we may believe in the translations of heiroglyphics upon monuments of stone which have been unearthed from buried cities, the ancient Egyptians and the Assyrians practised the same custom.

We can be more certain, however, of recent years. There are numerous occasions in English history wherein conventions, or conferences as they were sometimes called, brought about many national improvements. In French history, the national conference between the Jacobins and the Girondists in 1792, stands out as a striking example, resulting as it did in the abolition of royalty in that country and in the establishment of the present French republic.

The Peace Conference in Washington a few years ago was nothing more or less than an international convention of the powers of the world, and it was largely instrumental in bringing about the establishment of pacific relations between Japan and Russia.

Wherever progress is desired in any great movement, whether religious, political, scientific or commercial, history and our own knowledge of affairs of the present day suggest the "pooling" of ideas and the concerted action of the men who furnish the ideas.

Here, then, is the reason for the existence of the Associated Advertising Clubs of America, and the object of advertising conventions. The message which the A.A.C.A. is endeavoring to force home in the mind of every advertising man is briefly this: Eliminate all questionable and disreputable elements from advertising, and the great future of advertising is assured.

Apart from the interest which the individual advertising man naturally has toward a movement which means so much to him personally, his attendance at a convention is desirable from the standpoint of education. Travel educates a man socially, but from a commercial point of view there is nothing better than meeting a few hundred highly capable and energetic men who are engaged in the same business as himself.

Napoleon said of himself, so Emerson tells us, that there was nothing connected with war that he could not do with his own hands. If there was nobody to make gunpowder, he could manufacture it. He knew how to construct gun carriages, and if neces-

Circulation Books open to Advertisers

THE HAMILTON SPECTATOR

April Average **22,655** Each Issue

¶ Let the SPECTATOR be your megaphone through which you can talk strongly and convincingly to every live man and woman in its peculiarly exclusive field. ¶ The SPECTATOR has the largest paid *City* Circulation and the largest paid County Circulation by many thousands of copies daily.

A Shot Fired at Random Brings No Result!

To spend your appropriation in mediums which reach the people who *can afford* to buy your goods is judicious advertising. THE LONDON FREE PRESS circulates 30,000 copies daily in the most favored sections of Canada.

Our readers are the class with money.
Our readers are extensive buyers of advertised goods.
30,000 copies of your ad will bring results.

Every advertising manager who is on to his job will have our circulation reference book in his files. ¶ It is free—just drop us a card or write us for further information.

THE FREE PRESS

London - Canada

Edgar J. Guy, Representative, Canada Life Building, Toronto

sary could make cannons at the forge. And while to-day we are in an age of specialization, in advertising as well as in other lines, a general knowledge of the business, superficial as it may be, is of undoubted value even to the specialist. The programme for the convention at Dallas, for instance, will undoubtedly be divided into various departments, but anyone who religiously attends all the meetings devoted to the particular branch of advertising in which he is interested cannot help getting a general knowledge of the work in other departments, as well as a fund of concise and detailed information in his own.

Nor can many men say positively that they will get as much good from reading the subsequent reports of the meetings as they could by actually attending those meetings. There is something in oratory that sinks an idea more firmly in a man's memory—certain gestures and intonations that give more subtle meanings than would be possible in print, and which remain indefinably connected with the idea ever afterward.

You listen to a talk upon a certain subject, and subconsciously further channels of thought are opened in your own mind. You mention these to someone later, and find that he has still further thoughts—and you probably work them out together. You are in constant touch with wide-awake men who are not only willing, but anxious to talk at length, and in a most intelligent manner, upon any question that relates to advertising. You note mannerisms and expressions used by men who are acknowledged leaders in the business of advertising, and if you think those mannerisms and expressions are worth while you adopt them for your own.

There is one other thing a man gets as the result of going to a convention which does not concern actual knowledge, and that is enthusiasm. Clever though a man may be, the knowledge he has is not alone sufficient to carry him all the way to his greatest possible success. Many of us know men who possess great mental capabilities, yet who have failed to reach the height of their power for the reason that they lack enthusiasm, and who, through that lack, are without the energy to apply their knowledge. In advertising particularly, if you are without enthusiasm it is mighty hard either to get business or to handle it properly if you do get it—you are deprived of the power to convince, which is the one thing that is absolutely necessary.

The convention in Boston last year has been described as a riot of enthusiasm. It was. More than two thousand keen, virile men had gathered together for one purpose, to advertise advertising—and it could hardly be otherwise. Ribbons and buttons and banners, party calls, slogans and songs proclaimed their vigorous allegiance to the cause. That the flood of enthusiasm which was created at that time has lasted up until the

The Gazette
Montreal

has an added VALUE in the Summer

In Montreal during the summer months there is a constant influx of visitors and tourists, who come by thousands to enjoy its many places of interest and incidentally, *spend money*. ¶ Discriminating advertisers invest a large part of their appropriation in

The Gazette

which exerts a direct and powerful influence upon this vast volume of summer trade because it is the *Only English Morning Daily in Montreal.*

The Gazette Printing Company, Limited

PLACE the **Galt Reporter** on your next campaign list and you will secure large returns from the best section of the best county in Ontario—Southern Waterloo.

¶ The *Reporter's* circulation covers the towns of Galt and Preston and the Village of Hespeler as well as the surrounding country.

Write us for Rates, Etc.

GALT REPORTER

Galt - Ontario

present may be judged by the never-ceasing war that has been carried on all over the continent against misrepresentative and fraudulent advertising.

Probably the best way to indicate the impression given abroad by the convention at Boston is to quote from the article written by Mr. G. E. Stembridge for the Sheffield (England) *Daily Telegraph*. Of the meetings which were held in the different halls, he says, "There was no time wasted, every hour of the four days provided for—every meeting having its appointed chairman and every topic its chosen speaker. The discussions were carried on with parliamentary precision, clear thinking and vigorous enunciation being the order of the day. It was pleasing, and perhaps surprising, to find that at every meeting the dominant note was 'Truth in Advertising.' The text of every speaker and his peroration, too, brought you to the same thought, that if advertising is to be effective it must be true."

CREATIVE ADVERTISING

Creative Advertising More Properly Termed Suggestive—What Are Necessities to One Person May Be Luxuries to Another—Skilful Preparation of Suggestive Advertising Is An Essential. By C. L. Chamberlin.

OF RECENT years, since advertising has become the great commercial institution that it is, we hear much about the work that it is expected to accomplish.

It is said that the entire subject may be classified as Creative Advertising and Directive Advertising.

In general, these terms are subject to the following definitions: Creative Advertising creates wants for various things which did not before exist. Directive Advertising turns the wants already existing into new channels for their supply.

Let us investigate the first of these terms more closely.

Ever since man was dispossessed of the Garden of Eden he has found himself subject to various wants, primary among which are the wants of food, clothing and protection from the weather.

It is an elemental idea in every human brain, as well as in the brain of every lower animal capable of motion, to seek to satisfy the want for food and protection, to which man has been obliged to add the want of clothing, first as protection for the body, later to satisfy the social demands existing even among savages.

To these elemental wants civilization has been constantly adding until it would be difficult to name all the wants that belong to modern society.

It would be still more difficult to draw a line separating the wants from the desires.

Wants, be it understood, are something necessary for man's

For Your Fine Half Tone Cuts

the very best Toronto medium is the

ILLUSTRATED SECTION OF THE SUNDAY WORLD

Here you get not only quality circulation but quantity, for

71,000 Sunday Worlds

Are Published Every Week

In Toronto alone more than 53,000 Sunday Worlds are sold and distributed ever Saturday night before midnight. You can buy space in this illustrated section at 15 cents per line for a single insertion or 9 cents per line on a yearly contract. Quality and quantity considered it is the best advertising buy in Toronto.

proper existence in his present surroundings.

Desires many times appear to him as wants and he strives to supply himself with them just as strenuously as he does to provide the unquestioned wants.

Then what are desires for one individual may be actual wants for another.

One individual who is not conversant with another's true life conditions is not a proper judge of his wants or necessities.

Any individual may be so influenced by seeing certain articles in the use of others necessary to supply their actual wants that he believes them necessary to his own proper mode of existence, and strives to supply them as energetically as he does his unquestioned wants.

What are wants at one time or under a certain condition may not be such at another time or under different conditions. One want may produce another.

With these introductory remarks let us investigate the relation of advertising to the creation or direction of wants.

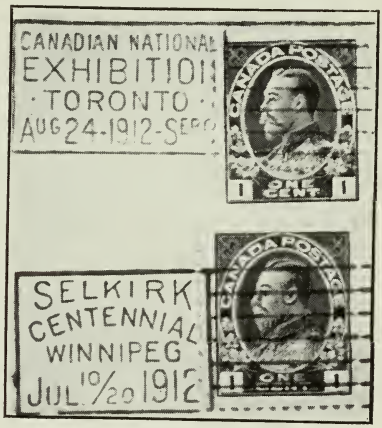
CREATIVE ADVERTISING IS EFFECTIVELY SUGGESTIVE

Creative advertising is said to create wants.

But is this true? Take the want of food. It exists and has existed for ages; it needed no advertising to produce it. The necessities of the human organism demanded it.

Modern advertising, so far as it affects the want of food, does so in two ways, neither of which is the creation of the want.

Take the advertising of bread, flour, vegetables, meats, sugar, salt, milk and so forth. These articles are regarded as staple, as the fundamentals, the necessities of life, as they are sometimes called. There may be some differences of opinion as to what constitutes the necessary articles of food, but most lists prepared for



Novel Exhibition Publicity.

modern, civilized families would contain the articles mentioned.

Man's want for these necessities has always existed.

The province of advertising as applied to them can be directive only. That is, it may *direct the attention of the public* to certain kinds of articles, certain brands we call them, these same fundamental food substances prepared by different men under different surroundings.

When one reads an advertise-

Concentrate Your Efforts

and reach the majority of purchasers in any section at a minimum cost and your advertising will prove a great deal more profitable.

You can reach more people for every dollar spent in LA PRESSE, than you can through the columns of any other Canadian Daily, because LA PRESSE has the largest daily circulation, as well as the most concentrated in the Dominion.

LA PRESSE thoroughly covers the French portions of Montreal and other cities and large towns where French is spoken. It is the only medium that can be used to reach over one quarter of Canada's population.

LA PRESSE is used by every departmental store in Montreal, as well as by the majority of local and general advertisers, because it brings handsome returns.

Daily Average Circulation for year 1911

104,197

FARMERS WEEKLY LA PRESSE (Circulation 45,000) covers the French rural and village population of French Canada like a blanket.

Let us show you how to make LA PRESSE pay *you*. Write the Advertising Manager.

LA PRESSE
Montreal, Canada

Ontario and Western Canada Salaried Representative
HENRY W. KING
Telephone Building
76 Adelaide St. W., Toronto

THE
Homestead
ESTABLISHED JANUARY, 1908
Published in Edmonton, Alberta

THE only agricultural weekly in Canada published west of Winnipeg. Twenty-four pages of live matter every week.

The Homestead has a paid in advance circulation in excess of 8,000 among the farmers in northern Alberta and northern Saskatchewan. It carries no delinquents.

The greatest agricultural development in Canada is now in progress in those sections where **The Homestead** has the largest circulation. **The Homestead** is following the wave of humanity now rolling west and north. It reaches those farmers who are outfitting and home-making.

Advertising rates on application

SUBSCRIPTION
$1.00 PER YEAR IN ADVANCE

Address all inquiries to

THE HOMESTEAD
Suite 7, Merchants Bank Chambers
Edmonton - Alberta

ment calling his attention to "Capital City" Flour and setting forth its superior qualities, it is directive advertising which is seeking to direct his attention to *this particular brand.*

On another page he reads that "Cereal Queen" Flour is purer, made from a better quality of wheat and prepared with more attention to proper sanitary conditions than any other flour on the market.

This also is directive advertising seeking to direct his mind to this brand and center it upon the excellent qualities claimed for it.

The word creative has no application here since there is nothing created. The reader's mind was already made up to buy flour. The want for flour has caused him to do this.

The advertisement which appeals to him most strongly when quality is compared and, with a large class of people, prices as well, lead or direct him to seek that particular brand.

The most successful advertisement for an article which supplies a human want is one that states the best reasons for using this kind of brand in comparison with the other kinds or brands which are available.

WHAT ARE NECESSITIES TO ONE PERSON ARE LUXURIES TO OTHERS

Let us see if there is room for the use of the term Creative applied to advertising or whether all advertising is directive only.

As stated already, things that supply actual wants for one person are not required by others, hence are not wants for the others.

Take, for example, a bicycle. One boy makes the support of himself and mother by carrying a city paper route. *His* bicycle is a necessity, since he could not cover the distances involved and walk.

Another boy, seeing the pleasure to be derived from a bicycle, fancies himself in need of one. Advertisements appear stating the various uses to which the bicycle may be put. It carries the distant boy to school at the minimum of time and effort; it enables the workman to reach his work on time; it carries the physician to the side of one stricken by accident or sudden illness.

Then, as a vehicle of pleasure it enables the owner to make interesting trips to distant points in his city, to places in the surrounding country or to adjacent towns, and in varying ways proves itself a wise investment.

Reading this, the paper boy's neighbor decides that he, too, needs a bicycle, that it is necessary to his proper mode of existence. But is it?

The advertisement created the desire for a bicycle *where none had previously existed.* It leads that boy to the conclusion that he has a real want to be supplied by the attainment of a bicycle.

The advertisement created this feeling just as thousands of advertisements are constantly arousing desires in the minds of tens of thousands of readers.

But it did not create a *want, a*

When You Buy Space in

THE NEWS

You get more than white space at so much per—you buy a far-reaching newspaper influence that strengthens your appeal.

Readers of the News often write in for information about the reliability or merit of the advertisers and advertising appearing in this and other papers.

Why not get the benefit of this confidence?

New rates are low. Call and talk it over, or write for rates and other information.

NEWS PUBLISHING CO., LIMITED
BAY STREET - - TORONTO

Making Each Dollar Go Farther!

Our past and present success in handling the appropriations of some of the largest National Advertisers is proof positive of

Sound Business Knowledge Ability to Plan
Executive Skill and Thoroughness in Detail

Personal and Individual Attention is the Keynote of

WOODS-NORRIS SERVICE

May we outline a plan whereby your advertising can be made more profitable ?
You will be placed under no obligation to use our service.

Write or phone us requesting our representative to call.

WOODS-NORRIS LIMITED
Advertising Agency
MAIL BUILDING - TORONTO

real necessity, because none exists. The ownership of the bicycle would satisfy the demands of pleasure and occasionally those of convenience. But no real want exists. The paper boy has a want for the bicycle, a real necessity, since it is the means which permits him to supply the other elemental wants, those for food and clothing.

CONSTITUTION OF CREATIVE ADVERTISEMENTS

Creative advertising is of the utmost importance. It must be couched in the most effective language. It must lead the reader in most cases to believe that he has a want for the article advertised, a real necessity.

It persuades him to this idea so strongly that he decides to purchase the article under the belief that he is supplying an actual want.

Undoubtedly some advertising has worked real hardships upon readers of but moderate amount of brain power or that faculty which we call judgment. It actually makes him believe he needs a certain article when he does not so require it and would be the better for not possessing it possibly through the influence of the article itself, more often through the saving of the money expended.

To various degrees do we find many people influenced by advertisements which appear in their favorite periodicals and led to the belief that they require the commodity advertised, when in reality they are better off in all ways without it.

This should be a subject of careful consideration on the part of may other publishers and advertisers as well. Advertisers who make extravagant claims for their products are using the skill of persuasive language to create a desire (not a want) for many things which do not make for the best interests of those who read them.

Merely Publicity.

SUGGESTIVE ADVERTISING WIDENS MARKETS

It is an easily shown fact that many forms of the so-called Creative Advertising are not injurious but in reality are beneficial.

In this class falls all forms of the reason-why advertising, the educational campaigns so com-

Circulation that Counts

The kind of circulation that has the greatest commercial value in that which is actually *net paid in advance.* The

CANADIAN HOME JOURNAL

has followed the lead of our dailies and has issued a sworn statement, detailing by post offices and counties where each copy goes.

THE CANADIAN HOME JOURNAL'S circulation of over 22,000 reaches the greatest purchasers of Canada — the women of the nation. And you can be sure of the company you are keeping when you use its columns, because the reliability of every advertisement is fully covered by a comprehensive guarantee published in each issue.

Get right into the homes of Canada by telling the story of your goods in the *CANADIAN HOME JOURNAL,*

Ask any reputable agency or write us direct.

CANADIAN HOME JOURNAL
59 John Street - Toronto

monly employed by large advertisers.

Midway between a desire and a want is common ground which may be the location of a *convenience*.

Ofttimes an article is more than a desire, but is not a real want. It is an object of convenience.

Under certain circumstances it is highly convenient that one possess the article. These conditions may become such that the convenience merges into a want. At any rate, it is often altogether fitting that one procure the article.

The use of what may be termed conveniences is usually measured by the question of personal finance. The use of the article of convenience is justified, provided one can afford to purchase it and not deny himself or those dependent upon him the greater necessities, the real wants.

Creative Advertising finds its proper sphere in creating a desire for articles of utility or convenience—*creating the desire for the article* and not *creating the want.*

The thousand and one objects exploited in the pages of every publication intended for general circulation fall into this great class of conveniences.

The automobile, the fine surrey, well fitted clothing, interesting books, handsome furniture, carpets, and other house furnishings —in short, there is no end to the list.

Creative Advertising finds its proper function in creating in the mind of the reader a desire for the article by showing that for him it is an article of exceptional utilitarian value, that its convenience and general usefulness are such as to overweigh the expenditure of money necessary to its acquirement.

CREATIVE ADVERTISING MUST USUALLY BE COMBINED WITH DIRECTIVE

If the article purports to be a novelty, the first and only one of its kind, little else is required to complete the advertisement.

But, if it is but one of many of the same general kind, one particular auto among the many kinds now being manufactured, Directive Advertising is further demanded to direct the aroused interest toward *the one particular kind.*

Directive Advertising may be still further employed to direct the reader to a certain place of business where the large stock, prompt service and easy accessibility are such as to render it a most desirable place at which to purchase the article which in reality is obtainable at many other equally desirable business places.

To sum it all, Creative Advertising creates desires for certain articles of convenience so strong that they are often mistaken for wants. Directive Advertising directs the readers to certain kinds of the general article as most to be desired, and frequently directs to one definite source of supply.—*Judicious Advertising.*

* * *

KNOWLEDGE is power. Knowledge of the merits of your goods is a selling power for you.

Facts---Mr. Advertiser

that will help you to make money

The circulation of LA PATRIE is not duplicated by any other paper, and we defy any of our confreres to prove otherwise.

Every advertiser not using the columns of LA PATRIE is losing the tremendous force of our sworn circulation of

over 49,800 each day over 57,850 on Saturdays

City circulation over 20000 every day, and 25000 on Saturdays

LA PATRIE employs over 100 regular carriers for the distribution of the paper in Montreal, every one of which is forbidden to do any collection of subscriptions or selling, but is on our regular pay roll.

You cannot afford to be without LA PATRIE if you want French business, because you cannot cover Montreal and Quebec Province without

La Patrie

Montreal's Big French Newspaper With the Big Circulation

BRANCHES

EDGAR J. GUY - - - Room 61 Canada Life Building, Toronto
LACOSTE & MAXWELL - - - - 45 West 34th Street, New York
" " - - - - Marquette Building, Chicago, Ill.
CLOUGHER SYNDICATE - - Grand Trunk Buildings, London, Eng.
A. GOBLET - - - - - - 1 Rue Rossini, Paris, France

A TRUTHFUL DEFINITION OF "CIRCULATION"

Extracts of a Speech Delivered Before the Associated Dailies of Ohio, at Columbus by Allan N. Drake, Chairman of the Circulation Committee of the Association of American Advertisers.

MY DEFINITION is, the number of copies circulated and paid for; not the press run. Even a novice in the advertising business knows that copies of publications going into a checking department, for instance, are worthless from the advertising standpoint. The same is true of papers sent out as exchanges; while of course it is absurd to consider copies which have been given to newsdealers or newsboys to be placed on sale and, not finding a market, are returned to the publisher. Yet there are thousands of publishers who have the audacity to include in their statement of circulation all copies of this kind.

Many of these gentlemen, in fact, most of them, in their ordinary business dealings are honest. If they were running a grocery store they would not think of having their weights and measures fixed so as to cheat their customers, yet this is exactly what they are doing when giving circulation statements that do not represent the actual net paid.

Advertising space is sold at so much per inch, or line, per thousand circulation. There is no uniform rule as to what this price shall be, but there is an unwritten law that no man shall sell that which he does not possess. Therefore, if the publisher tells me that he has 5,000 circulation and that his price is 15 cents per inch, I am supposed to be paying three cents per inch per thousand. If that publisher is actually selling only 4,500, I am being robbed of 500 circulation, which is no different from being short-changed at the theatre box office or given underweight by my grocer or butcher.

You need this coat
nearly every day in the year
Whether you golf or motor or drive, skate or snowshoe or walk, the most useful item of your wardrobe will be one of the
Pen-Angle
Sweater Coats
EXAMINE one at your local merchant's and you will agree that nothing you own is more beautifully made nor more exquisitely finished. Try one on, and you see that it has the snug, stylish fit your taste exacts. Subject it to hard wear and learn that it retains its new, smart shapeliness. It must do that, for our Pen-Angle knitting process shapes these improved sweater coats into permanent fit. Thus they cannot become soggy or ill-fitting, as many garments do that resemble them in appearance only when brand-new. You will be lastingly satisfied with the sweater coat that bears this trademark.
MADE BY
Penmans Limited
PARIS, CANADA
Underwear, Hosiery and Sweaters
For men, women and children.
Pen-Angle
CANADA
Knit

Clever treatment of background introducing trade-mark.

The circulation problem presents another feature which the advertiser cannot overlook, viz., the quality of that circulation. By this I mean, how was that circulation acquired? Did the subscribers come forward and voluntarily order the publication because they wanted its news fea-

tures, or was it necessary for the circulation manager to employ devious schemes and tricks to enlarge the subscription list? I do not mean to fully discredit circulation acquired by schemes such as premiums, trips to Europe, etc., but I do emphatically claim that that circulation has not the pulling power for the advertiser that true circulation has.

We all know that we think more of that which we purchase from a pure desire to have it than of something which we have acquired otherwise. Yet publishers, knowing all of these facts, will employ some circulation scheme and add to their list a thousand or ten thousand, as the case may be, and almost immediately raise their rates, using the argument 'My charge for advertising is (for instance) 3 cents per thousand. You originally bought 5,000 for 15 cents; I now have 10,000 and my rate is 30 cents.' Gentlemen! This raise in rates would be fair and would be profitable to the advertiser if the last five thousand was of the same quality as the first five. Every advertiser knows if he is keeping any record, that it is not the same. It does not produce the same results. In short, he is buying all wool with a little shoddy in it.

CREATIVE PRINTER'S ADVERTISING VALUE

By James Simmons, Manager, The Capital Press, Limited, Ottawa

WOULD it not be a relief, a big relief, if you could say to your printer, "I need a folder, a catalogue, some kind of printing that will sell my various wares," and when you hear him say, "I'll get you up something," be able to forget the entire matter in the confidence that his suggestion will be a good one? Can you always rely on his bringing you a proposition that pleases—that has strong advertising value in the suggested copy—the proposed typography—the color arrangement—the general layout—a guarantee that the finished product will be O.K.? Unfortunately such is not always the case.

What the buyer of advertising to-day is looking for is a creative printer—an artist at his trade, who can fill the above bill in every detail.

Many are advertising through the newspapers only, and have overlooked the advertising value of a really good piece of printing.

Supposing you are in a pianoforte business, and I say to you, "I am prepared to create a folder or booklet for you and submit my idea worked out by mechanical means to almost a perfect finished copy and all this at no cost to yourself." I get busy, carefully select a stock that has something in tone and style about it, that suggests pianofortes and not tripe. I give it to a compositor with instructions to set a certain face of

type to display it, then send it to the press-room and tell the pressman to print off a dummy in certain color harmony, and finally pass it to the finishing department, who carefully gather these sections together, tie up with cord or ribbon, making a perfect dummy.

The point is to give an outline, however crude, of what you have in your mind. Make a friend of your printer and open your mind to him. It is his business to know how to handle artistic effects, because there are limitations governed by mechanical difficulties that you don't know of, and you lose a lot of time thinking how certain effects can be obtained while your printer does not bother his head with attempting what he knows is an impossibility. He can and should create something harmonious right off his own bat. To you this means good goods, because the printed product goes to the man to whom you want to sell.

The French have a phrase which reads, "tout ensemble," and I don't know any English combination of words that expresses so fully the general effect of a good piece of printing. The field for this class of work is practically unlimited. You have your ad. writer, you have your ad. club, and you have printers, but there seems to be no linking up between the man who wants to buy advertising and the printer, because of the wilful neglect of the higher art of printing.

In the selection of the stock for advertising literature, brochures, souvenirs and booklets, the extent to which character may be embodied is practically unlimited to a person knowing the possibilities of the printing trade.

The great idea is to put the whole of the care and expenditure of money into the cuts and ad. writing, yet the most important point of all is the careful selection of stock and subsequent harmony of color design. It is easily possible to make the paper as pertinnent a factor in the production of harmony as the design, display and color treatment.

Something more than harmony is obtained by trained selection of stock so as to carry the environment or atmosphere of the object in hand, and the printer's art should combine intelligence and calculation in this respect.

The perfect embodiment of character in your advertising may be effected as follows:

1. For manufactured articles, select a stock that reflects the general harmony of color—harmony of the article advertised—thus giving individuality to the ad.
2. Select the stock most suitable to the intent, contents and running theme of the text.
3. Select a stock that carries the atmosphere of environment of the article advertised.

Attention paid to these details will repay you a thousand times.

* * *

A POOR workman blames his tools. A good medium can't make a poor advertisement good. Neither can a good advertisement make a poor article good.

TORONTO'S CONVENTION CLAIMS FOR 1913

By W. M. Findlay

A GREAT many years ago—when it was even harder to get men to advertise than it is to-day—a number of Indians paddled their canoes into a bay on the shores of Lake Ontario and pitched their wigwams. They called it Toronto, meaning the meeting place. And to this day Toronto has been known as a place of meeting.

Toronto is known far and wide as a convention city, and a movement is now under way to bring to Toronto one of the largest, and in every way the most important of the Associated Advertising entertained—the 1913 convention convention that this city has ever Clubs of America.

It is hoped that this movement will be successful, for no city in America can offer any convention, and particularly a convention of advertising men, bigger inducements than can the city of Toronto.

Toronto is the industrial capital of Canada. In fact, Toronto is the capital of Canada in most ways if not politically. Toronto is the business capital of Canada; the educational, social, religious and sporting capital of the Dominion, as well as being one of the most important financial centres on the continent. And it is the political capital of the great province of Ontario—the banner province.

With a population of over 425,000 people, Toronto is the second largest city in Canada, and is considered the most progressive. It is the clearing house for most of the manufactured goods finding their way to the great Canadian West—the granary of the British Empire—and it bears even a more important relation to that vast area known as New Ontario, with its wonderful mining camps, Cobalt and Porcupine.

The twentieth century belongs to Canada—a country of inestimable resources, of untold natural wealth and unimaginable possibilities. Canada belongs to Toronto.

Toronto is the chief centre of distribution for the millions of dollars worth of exports that enter Canada every year, and as such Toronto has stronger claims on the attention of the advertising, selling and manufacturing men of the world than has any other city on the American continent. To show this to be no idle boast, Toronto has some of the largest department stores in the world, Eaton's, with an annual turnover, it is stated, of $55,000,000, ranking close to, if not at the top, of such concerns the world over.

And as a pleasant place of meeting, what city can compare with Toronto—"the city of homes"?

The streets of Toronto are wide and clean. The business buildings are high and dignified in appearance. The public buildings, including a $3,000,000 City Hall, the Provincial Parliament Buildings,

and the buildings of Toronto University, that has the largest attendance of any university in the world —are famed for their architectural beauty. Then, too, there are churches and schools innumerable, and pretty parks and boulevards. And the many handsome buildings in Exhibition Park, where is held annually the Canadian National Exhibition—the greatest permanent exhibition on the continent, some say in the world—are available for convention purposes.

And Toronto is a sportman's paradise. Toronto Island, a beautiful summer resort, forms a natural breakwater to Toronto harbor, where full scope is afforded far yachting, boating and aquatic sports of all kinds. Looking out on this harbor is the Woodbine race track, where under the auspices of the Ontario Jockey Club two race meetings are held each year, and where each spring the oldest turf event on the American continent—the King's Plate—is competed for. At the Island Stadium as many as 20,000 people congregate to witness professional baseball games played, for Toronto has the best "gate" city on the International League circuit. And two amusement parks furnish pleasure and pastime for the citizens during the summer months.

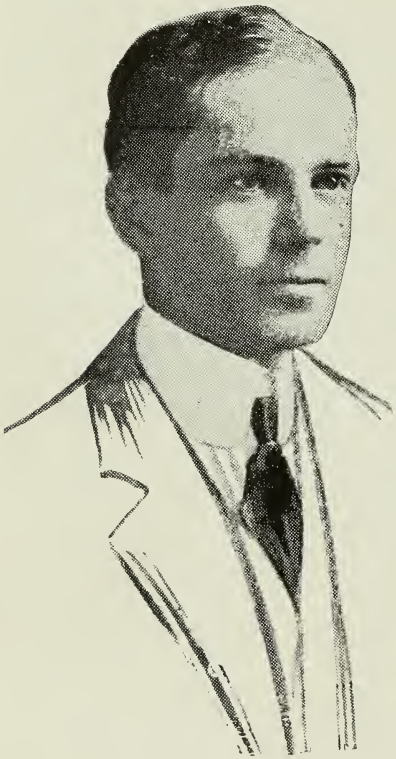
Three hours' sail on Lake Ontario takes one to Niagara-on-the-Lake, with its many historic connections. From there a short ride on the trolley brings one to Niagara Falls. A sail of a couple of hours in another direction brings one to Hamilton, Grimsby and St. Catharines, in the centre of the world's greatest peach orchards. And a week-end sail takes one through the Thousand Islands, whose scenery is world-famed. Many considerations will no doubt sway the minds of the delegates at Dallas, in May, when the convening place for 1913 is decided upon. Toronto, however, offers a most convenient "spying out" place for Canadian trade possibilities. More than that, Toronto is the centre of the Ad. Club movement in Canada, the Toronto Ad. Club having fathered similar organizations in Ottawa, Hamilton, Peterboro, Berlin, Brantford, Galt, Guelph and other places. In its campaign for the convention for 1913 the Toronto Ad. Club has been at work early and late in the interests of advertising and a better understanding of its power and dignity, thus to utilize the words of Shakespeare, "If Toronto does not win the convention it will have done more—it will have deserved it." That the convention could be properly taken care of there can be no doubt. From the standpoint of hotel accommodation—with 110 hotels to draw upon; with meeting places such as Massey Hall, the Armories and Exhibition Buildings to fall back on—and with diversions such as water carnivals, moonlight excursions, trips to Muskoka and surrounding cities waiting to be mapped out, and broad-minded, aggressive advertising business men to lend energy and direction to convention proceedings there, no city could be more sure of success.

In its people, Toronto shows the best type of Canadian citizens—inspired with American activity they are yet sufficiently British to be distinctive and attractive. And these are the people who offer an open-handed welcome and an unequalled hospitality to the advertising men of the world in 1913.

May the invitation be accepted.

A NEW PUBLICITY COMMISSIONER

IN no part of Canada is the civic spirit such a real live factor in the advancement of the country as it is in the West, and Prince Albert, Sask., is the latest town to appoint a publicity commissioner and to organize a campaign to boost the facilities they enjoy.



WALTER GUNN

Publicity Commissioner, Prince Albert, Sask.

Walter Gunn, well known for some years in Western publishing circles, has been appointed to the position, and owing to his intimate knowledge of Western trade conditions, and to his long connection with advertising, the choice should prove a particularly happy one.

An attractive Board of Trade office building is to be erected in Prince Albert, in which all the towns in northern Saskatchewan will be allotted space, and this continuous exhibit of the products of this fertile region should do much to attract settlers.

Mr. Gunn also proposes to get out a profusely illustrated trade booklet at an early date, and it is also planned to run business men's excursions in autos and by train to the nearby towns.

We congratulate Prince Albert on the choice they have made; Mr. Gunn is undoubtedly fully qualified to fill the position with credit to the town and to himself.

HELP WANTED

Advertising solicitor wanted for daily paper. Young man looking for a wider field—more training—and more money. One who is "making good" on small daily preferred.

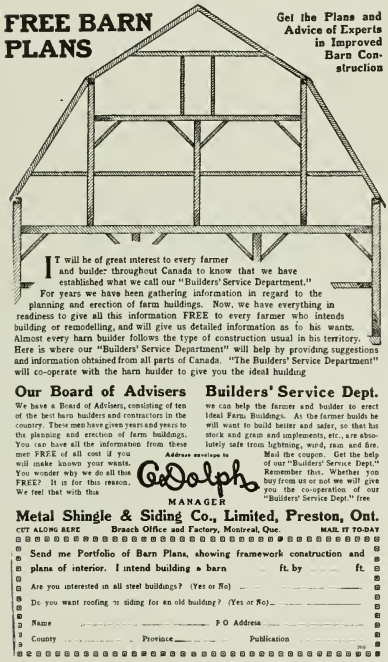
Box 104 Economic Advertising
Mail Building, Toronto

RECENT ADS.—GOOD AND OTHERWISE

By the Captious Critic

HERE'S an ad. that will surely catch the eye of every farmer planning either to erect or rebuild his barn.

Each succeeding year we notice that manufacturers are giving more and more attention to the "service" end of their business, and the help offered by the Builders' Service Department of the Metal, Shingle and Siding Co. of Preston, cannot fail to be of untold benefit to the farmer.


FREE BARN PLANS
Get the Plans and Advice of Experts in Improved Barn Construction
IT will be of great interest to every farmer and builder throughout Canada to know that we have established what we call our "Builders' Service Department."
For years we have been gathering information in regard to the planning and erection of farm buildings. Now, we have everything in readiness to give all this information FREE to every farmer who intends building or remodelling, and will give us detailed information as to his wants. Almost every barn builder follows the type of construction usual in his territory. Here is where our "Builders' Service Department" will help by providing suggestions and information obtained from all parts of Canada. "The Builders' Service Department" will co-operate with the barn builder to give you the ideal building
Our Board of Advisers
We have a Board of Advisers, consisting of ten of the best barn builders and contractors in the country. These men have given years and years to the planning and erection of farm buildings. You can have all the information from these men FREE of all cost if you will make known your wants. You wonder why we do all this FREE? It is for this reason. We feel that with this
Builders' Service Dept.
we can help the farmer and builder to erect Ideal Farm Buildings. As the farmer builds he will want to build better and safer, so that his stock and grain and implements, etc., are absolutely safe from lightning, wind, rain and fire. Mail the coupon. Get the help of our "Builders' Service Dept." Remember this. Whether you buy from us or not we will give you the co-operation of our "Builders' Service Dept." free
Address enquiry to
A. Dolph
MANAGER
Metal Shingle & Siding Co., Limited, Preston, Ont.
CUT ALONG HERE Branch Office and Factory, Montreal, Que. MAIL IT TO-DAY
Send me Portfolio of Barn Plans, showing framework construction and plans of interior. I intend building a barn ft. by ft.
Are you interested in all steel buildings? (Yes or No)
Do you want roofing or siding for an old building? (Yes or No)
Name P O Address
County Province Publication

"Free Barn Plans" strikes a chord to which the farmer will readily respond. He can at once see in this offer a saving of time and trouble to himself, and we can imagine that the coupon at foot is being signed and returned in large quantities.

We understand that the booklet forwarded contains many reproductions of barns erected according to these specifications, and with the Metal Company's products.

This advertising reaches a high level of excellence.

* * *

As a piece of good general publicity this ad. of Karo Syrup caught the Captious Critic's eye.

Karo Syrup
tastes good on pancakes—
it is fine to eat with bread.
It is pure and wholesome. You can give the children all they want. It is not only a *sweet* it is a *food*. It gives as much strength as meat and potatoes. People who say that other syrups disagree with them can eat Karo freely.
Karo
Karo
Karo
(NOT as a cure all)
Ask your grocer.

It is more than good—it is excellent. The illustration, well drawn

and full of life, tells at a glance how the syrup is used. The reading matter is snappy, and to the point—not too much of it, yet the main features of the syrup are well brought out, and the whole is linked up with the picture of the cans and the trade mark. Typographically, too, the ad. is good. We can imagine a brisk demand at the retail stores as a result of such advertising as this.

* * *

The ad. reproduced from the Winnipeg *Free Press* to advertise their own advertising is worthy of notice.

It is clipped from the centre of one of their condensed ad. pages,

The Zest of Congeniality
How much more one enjoys the meal, if eaten among congenial spirits—pleasant environment. This is why you folks who board should be discriminating in your selection of a boarding house. This paper circulates among people of the most intelligent and liberal minded class, and therefore the boarding houses advertised in our columns find around their table the sort of people that assure pleasant companionship.
RATES
7c per count line per day. 20c per count line per week
Reckon 5 words to a line. Five phones at your service.
Head Office: Main 6494-5496-5496
Branches: St. John 923; Fort Rouge 1771.

and certainly has broken away from the stereotyped appeals, "Try a Want Ad." or "Want Ads. bring Results."

The average boarding-house, as the writer well knows, is often far from being a cheerful place, and the insinuation is that because an intelligent and liberal-minded class read the *Free Press,* the selection of a boarding-house advertised in these columns is likely to lead to congeniality and pleasant environment.

The idea is a good one. We trust the boarding-houses advertised can make good.

* * *

The feature of the Goodyear No-Rim-Cut Tires is graphically illustrated in the ad. reproduced.

GOODYEAR
No - Rim - Cut
TIRES
10% OVERSIZE
Size of Ordinary Tire
More Life—More Resiliency
Saves Motor because less Vibration.
More Carrying Capacity
Less Danger from Overloading.
Overloading ruins many a tire. Too many passengers—too much extra equipment—too great a weight for the capacity of the tires and a tire is wrecked before its time.
No-Rim-Cut Tires provide for overloading. They are 10% larger than ordinary tires. They have 10% more resiliency—and 10% more carrying power. Fitted to the average car they give 25% more mileage.
No Rim-Cutting
800,000 of these patented tires have been sold to date. Not one has been wrecked by rim-cutting.
No-Rim-Cut TIRES add 25% to your Tire Mileage
When you consider that 23% of the ordinary tires go that way—the saving in No-Rim-Cut Tires is clear—23%.
Think this over! 25% more mileage —23% saved because of no rim-cutting— total saving of 48% on tire maintenance.
Investigate No-Rim-Cut Tires.
Our Book "HOW TO SELECT AN AUTOMOBILE TIRE" will be sent on request.
The Goodyear Tire and Rubber Company of Canada, Limited
HEAD OFFICE, TORONTO
Factory, Bowmanville
1213 GRANVILLE STREET, VANCOUVER

And the fact that they are 10 per cent. over size is used in a convincing manner to evidence their superiority in resiliency and carrying power.

The cost of tires is such a big

factor in the upkeep of the modern car that the claims of the Goodyear people will surely attract attention, and we think that the merits of this tire have been put forward forcefully in the ad. under review.

Not one tire out of 800,000 has been wrecked by rim-cutting is a bold claim, and if it can be substantiated, this feature alone should give the Goodyear a commanding place in the tire market.

* * *

The Captious Critic notes with much glee the second advertisement of the Shakespeare series being used by the Ganong Chocolate people. What are these people trying to do—sell chocolates or promote an educational campaign for the literary enlightenment of the Canadian candy-eating public? Truly, this ad. has no merit outside of a far-fetched hidden meaning that might be drawn. If Ganong's chocolates are so delicious and tempting that they can pacify a young shrew with so violent a temper as to smash a perfectly good guitar over the head of an apparently harmless music teacher, they are, in the language of the classics, "some candies."

Why do concerns of the stability and reputation of the Ganong Company spend many good dollars annually in filling advertising space with such copy? Good advertising will sell chocolates, and there is no question that a big demand could be created for Ganong's brand through the judicious use of strong copy.

WHAT'S DOING AT THE AD. CLUBS

BRANTFORD

The newly formed ad. club got off to a good start on March 2nd at a dinner at which Geo. H. Perry, of New York, was the guest of honor.

Mr. Perry analysed in a masterly manner some of the many sources of waste in advertising, and pointed out that there were still only a very few advertisers whose statements could be taken as 100% facts. The public *does* know values, and if it does not, it learns eventually

Those stores that thought they could fool the public are now fighting hard for existence, while the store that is making money is now advertising *better* values, and not *lower prices*.

It was decided to adopt the model constitution as set down by the A. A. C., of America, and the following officers were unanimously elected for the ensuing year:—President, G. T. Scott, vice-president, A. S. Mitchell; secretary, J. D. Hall; treasurer, Fred Harp; executive, W. B. Preston, Garry Pickles, G. C. Fookes and F. R. McIntosh.

* * *

The third monthly meeting was held on April 19th, and was addressed by Messrs. Lydiatt and Smith of Toronto.

The subject discussed was the display and set-up of ads., and the interest was considerably heightened by an excellent series of lantern slides illustrating the points made by the speakers.

A delegation from Brantford will attend the Dallas convention and help to secure the convention for Toronto in 1913.

Increased interest is being shown by the members in the work of the Club.

* * *

GALT

C. W. McDiarmid, President of the Toronto Ad. Club, addressed the Club on April 16th, and W. A. Lydiatt, of the same Club, gave a stereopticon illustrated lecture on "Typographical Display." There was a capital attendance and lively interest was evinced.

At the close an organization meeting was held, at which a club was formed to be known as the South Waterloo Ad. Club, working in conjunction with the Galt Ad. Club, with ad. men eligible for membership from Preston and Hespeler.

The Club now numbers 32 active members.

* * *

MONTREAL

It looks now as though the association will have to start a waiting list, as the membership jumps an average of ten every month and as this has been going on for some time, Montreal will soon rank as one of the leading ad-clubs on the continent.

The association has had two very interesting discussions during the past month, one on retail advertising, by Kenneth S. Fenwick of the Paquet Co., and another by Mr. L. R. Greene, formerly of the Cleveland Ad. Club (now of Montreal) on the importance of linking advertising with the efforts of the sales force.

The association has also decided to meet weekly, and the first noon-day luncheon will be held on May 7th. It is planned to broaden the work of the association, so that the discussions at these noon-day luncheons will not always be upon sales or advertising work and methods, but will embrace talks on everything interesting to business men, from ethics to business systems—something along the lines of those now held by the Cleveland Club.

A committee also has in hand the question of providing the members with a suitable headquarters, and it is most probable that in the very near future that the Montreal

Publicity Association will be housed in a becoming manner.

Mr. T. G. Morgan has been appointed delegate-at-large to the convention, and a number of the members have signified their intentions of going to Dallas as well —probably with the Toronto contingent.

* * *

OTTAWA

The month's activities have included a couple of most successful meetings, on April 11th and 18th respectively, when J. B. Lyon addressed the Club on "A Shopping Week" on the former date and Jas. Simmons talked on "Good Printing" on the latter.

We purpose reproducing Mr. Lyon's address in a future issue, and Mr. Simmons' talk is included in this number, so that further comment is unnecessary.

The Club promises to develop into one of the livest organizations in the Canadian division

* * *

PETERBOROUGH

Fritz Kuhn, of Ottawa, was the guest of honor at the regular monthly meeting of the Ad. Club on April 30th.

Mr. Kuhn is recognized as an expert in publicity and store management, and his message was well received by a large attendance.

"Advertising without store service does not pay," stated the speaker. "You must advertise from the man in the store, up."

What is wanted in business is more symmetrical and advanced ideas, and people nowadays will respond to the appeal of quality if the price is a fair one. People want the truth, and they are willing to pay the price.

President Nixon was in the chair and a delegation to the Dallas convention was assured.

* * *

The members have in hand a series of articles aimed to instil greater pride and loyalty in Peterborough institutions into the minds of its citizens. The articles will deal with local industries, stores, advertising, and opportunities, business and otherwise.

This commendable work should have far-reaching effects.

* * *

REGINA

THE Regina Advertising Club has recently elected new officers. They are: president, Frank Bole; vice-presidents, R. S. Williams, R. M. Douglas, W. R. B. D'Esterre; secretary, J. M. Maxwell, treasurer, A. E. Meredith.

* * *

TORONTO

NORMAN A. HILL, efficiency engineer of Baltimore, was the speaker on April 2nd at the weekly luncheon, his subject being the "Ad. Man as an Efficiency Engineer."

The speaker considered the present movement to increase efficiency and to eliminate waste from industrial plants as being of the very greatest importance.

The average adman was not an efficiency engineer, and he often

made the mistake of thinking that the purchase of large space was all that was required.

Less space and better copy was what was wanted.

Mr. Hill detailed several ways in which efficiency could be promoted.

Self-investigation was of vital importance to success, and the perfection of one's own office management should come first.

Much could be learnt from your bosses' business and your clients' and increase of efficiency in the sales department was bound to win out.

Ad. men should study themselves, others, their goods and principles of administration. It was the surest way to help to eliminate the enormous annual advertising waste on the American continent of 200 million dollars.

Mr. Hill gave six rules he himself had proved successful.

1. Don't tell what you are doing.
2. Keep down expenses, but don't be stingy.
3. Make friends, not favorites.
4. Stick to your chosen calling.
5. Make plans ahead.
6. Keep a high vitality, keep cool, keep sober.

* * *

Owing to a misunderstanding, T. J. Tobin, who was to have read a paper on "Advertising from the Retailer's Standpoint," was not on hand on April 9th, but we understand he will give his paper at some future date.

Opportunity was afforded to listen to reports from the officers of the various "On to Dallas" committees, and E. L. Ruddy gave an account of his trip to the West Coast Ad. Clubs in the interest of "Toronto 1913."

Mr. Wildman, general manager of the Office Specialty Manufacturing Company, gave an interesting impromptu talk on clean advertising.

* * *

The members present at the weekly luncheon on April 16th were particularly fortunate in listening to a straight-from-the-shoulder talk from Louis K. Liggett, president of Liggetts' Limited, on salesmanship and advertising.

Mr. Liggett, one of the largest of our advertisers, emphasized the value of efficient service in the backing of any advertising campaign, and detailed some of the methods for improving store service which have proved so successful with his concern.

The need of effective distribution was shown by a number of instances, and whole-hearted co-operation between the staff units of any business was the surest guarantee of success.

Too much attention, Mr. Liggett pointed out, could not be paid to the style of advertising directed to any particular locality. No two communities were exactly alike, and the fullest returns could only be expected from an advertising appropriation when a thorough study of local conditions had first of all been made.

The tale of Selfridge's success in the city of London, described as

the most conservative place in the world, was graphically told.

Mr. Nealy of the United Drug Company, also spoke on the advertising value of dress, store display, and the mannerism of employees. Efficiency in salesmandship could best be obtained by an interchange of clerks in the different departments of a store.

Mr. Scholtz, of the Denver Ad. Club conveyed his club's greetings, and spoke hopefully of Toronto's chances for the convention of 1913.

A fund for the survivors of the Titanic disaster was inaugurated, and upwards of $500 subscribed in the room.

* * *

THE educational committee sprung a decided novelty at the weekly meeting held on the evening of April 23.

Mr. McClelland was supposed to be advertising manager of several different manufacturing plants, and interviews were given by him to sellers of space, novelties and agency service.

The arguments *pro* and *con* were in many cases informative and interesting, and where all did so well special mention would be invidious.

Mr. Denne's gift of repartee in the closing scenes sent the company home in a very good humor, while Jules Brazil created considerable merriment in the role of office boy.

In addition to those already named, the following took part: Messrs. Price (catalogues), Ashley (automobiles), Wadsworth (biscuits), Fitzpatrick (vacuum cleaners), Wibby (shoes), Denne (agencies).

Further contributions were reported to the expenses of the Dallas trip, and a special effort is to be made to raise the balance of $3,000 still required.

* * *

"Making Both Ends Meet, or the Positive Side of Advertising," was the subject of a most interesting talk by J. F. Wildman, President

Sound argument and striking design.

of the Office Specialty Manufacturing Co., on April 30th.

"*Bradstreet's* have stated," said the speaker, "that only 25 per cent. of business men make unqualified successes, and of the 75 per cent. of failures, most are caused through lack of individual effort."

The positive thought was the best to build upon.

Man makes ends meet by using his brain, coupled with outside agencies, such as the pen and tools.

The pyramid of success had three sides—making, selling and

advertising, and the latter might be regarded as the world's great index.

It was, in fact, more than an index because it not only described the article, but drew attention to it as well.

Advertising must have high ideals, and our ideals must always be higher than our present attainments.

And the product must always live up to the advertising description.

The best thing of all in any kind of business was *confidence.*

Dishonest or shady advertising from the purely business standpoint did not pay in making ends meet.

A lively discussion on some of the points in Mr. Wildman's excellent address took place at the close.

MEN AND MEDIA

THE Ontario Branch of the Retail Merchants' Association in annual convention passed a resolution asking for a law making it a criminal offence to falsely advertise any article.

Considerable discussion also took place on the mail order and catalogue trade, the consensus of opinion being that such catalogues should be taxed, the money thus collected to be redistributed to the municipalities.

* * *

"A HISTORICAL Sketch of a Great Newspaper" is the title of a well printed booklet gotten out by the *Montreal Star.*

From its inception in 1869, a very thorough account is given of the vicissitudes and activities of the *Star,* with details of the many campaigns inaugurated by them for the betterment of conditions, especially in the city of Montreal.

* * *

THE policy of *Farm and Dairy,* Peterboro, in accepting nothing but clean, reliable advertising, has been responsible, largely, for the confidence with which this weekly is looked upon by its subscribers. The recent Great Dairy annual issue was in every way a creditable production.

* * *

The *Canadian Home Journal* have taken a decisive step in the right direction. Realizing, as they do, that the publisher carries a tremendous responsibility in selecting straight advertising and rejecting what is crooked, they are now including in each issue a comprehensive guarantee.

In this guarantee they pledge themselves in any case of dissatisfaction either to have an adjustment made by the advertiser, or the purchaser's money refunded.

The *Canadian Home Journal* are now issuing an independent sworn detailed statement of circulation.

This sound policy cannot fail to have a beneficial effect on the advertising revenue of the journal.

* * *

THE well known publishing firm of Doubleday, Page & Company of Garden City, New York, an

nounces a number of changes in the personnel of their staff.

Russell Doubleday, formerly advertising manager, becomes associated with the editorial department, and W. J. Neal, formerly manager of the firm's Boston office, takes his place in the advertising department.

* * *

Le Prix Courant announce that the publication of their paper, *Liqueurs et Tabacs,* has been discontinued, and will appear in future on the first Friday of each month as a section of *Le Prix Courant.*

The first appearance in the new form was in the issue of May 3rd.

Advertisers will benefit considerably as the circulation of *Le Prix Courant* is more than double that of the defunct paper.

* * *

K. S. Fenwick of Quebec, and J. F. Wildman of Toronto, with power to add to their number, have been appointed to organize a Canadian branch of the National Vigilance Committee at the Dallas Convention.

* * *

Dr. W. T. Allison, Professor of English Literature in Wesley College, University of Manitoba, has taken over the editorship of the Saturday book page of the *Winnipeg Telegram.*

Only high-class advertising will be allowed on this page, and all medicine and other objectionable advertising will be rigidly excluded.

E. J. Guy has been appointed resident representative for the *Vancouver Sun,* with offices at 61 Canada Life Building, Toronto.

Mr. Guy's large advertising experience makes him particularly fitted to represent this progressive Western paper.

* * *

Boston holds the honored distinction of having organized the first women's advertising club in the country, and now comes New York with a splendid organization made up of the wives of the advertising men of that city, and others.

Toronto next, perhaps!

* * *

The fifth annual meeting of the Canadian Press Association will be held at the Chateau Laurier, Ottawa, on June 6th and 7th next.

This is the first time the Association has convened outside of Toronto since 1902. A very comprehensive business programme has been arranged, and entertainments have been planned on a liberal scale.

The earnest co-operation of every member will assure a record attendance, and by correcting existing abuses, much will surely be derived from the convention.

Early advice should be sent to the secretary, John M. Imrie, Lumsden Building, Toronto.

Those who can conveniently leave Toronto on June 5th, by the courtesy of the C.P.R. will be granted free transportation to Ottawa and return, but this, of course, does not include Pullman fares.

The annual convention of the Canadian Bill Posters' and Distributers' Association will be held

COLGATE'S
RIBBON DENTAL CREAM
LARGE SIZE
CANNOT ROLL OFF THE BRUSH
Clean teeth a matter of common sense
COLGATE'S
RIBBON DENTAL CREAM
- a matter of taste - as well as common sense. You'll like its delicious flavor - you'll also like the antiseptic cleanliness it gives your teeth and mouth.
TRIAL SIZE TUBE MAILED FOR 4¢ IN STAMPS
COLGATE & CO.
ESTABLISHED OVER 100 YEARS
DEPT D CORISTINE BLDG MONTREAL
W.G.M. BREPHERD - MONTREAL SOLE AGENT FOR CANADA

Neat and attractive—stands out well.

at Port Stanley on May 24th and 25th.

* * *

Sydney H. Wiggins has opened an office in St. James' Chambers, Toronto, where he is offering his services as adviser and writer of business literature, including booklets, catalogues and letters.

* * *

Our contemporary, *Advertising and Selling*, forwards an attractive circular, drawing attention to the policy and achievements of their journal, and reproducing photographs of some of their leading contributors.

This magazine continues to maintain a very high standard of efficiency.

* * *

On April 19th a public meeting was held at the First Church of Christ Scientist, Toronto, when "Clean Journalism" was the subject discussed. A number of newspaper men, including J. E. Atkinson of the *Toronto Star*, who was in the chair, took part in the discussion.

The tenor of most of the speeches was that the newspapers of to-day were a reflection of the people, and that sensational news was not given so much space as formerly. Until the people changed, it would be impossible to eliminate the objectionable features spoken of.

* * *

The Annual Convention of The Canadian Bill Posters and Distributors Association opens at nine o'clock Friday morning, May 24th, in the Convention Hall of the Hotel Invererie, Port Stanley, Ontario.

* * *

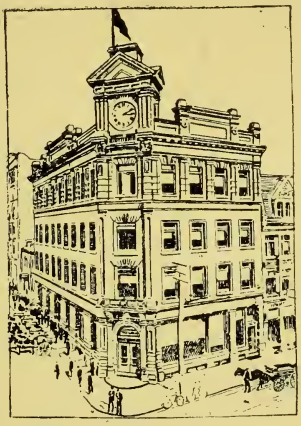
Announcement is made of the appearance of a new publication, *The Canadian Woman*, covering a field which is practically unworked.

Initial circulation is guaranteed at 15,000, and the magazine will

Catches the eye.

deal exhaustively with woman's work in all its branches.

As a medium for reaching the home, this magazine should prove very profitable.



The Evening Telegram

City Circulation

63,872

How Do You Buy Newspaper Space?

¶ As with every other expenditure in your business do you look into the quantity, the quality and the price before you buy?

¶ Analyze the circulation. Consider the class of readers that are possible buyers of your commodity. Study your selling plan and copy.

¶ Then select the newspaper that reaches most effectively, and in greatest numbers, the readers you wish to interest.

Greatest in Bulk
Widest in Distribution
Largest in Home Circulation
(Two to Five Readers Per Copy)

MEASURED up on these standards, the cost figured out according to results produced, the Evening Telegram can be made to pay you the largest profit upon the expenditure for advertising space in its columns.

Do You Use The Evening Telegram?

RATE CARD UPON REQUEST TO ADVERTISING DEPT.

The Globe

Insure Your Profits

Were you sure of maintaining your present profits from year to year and of increasing them somewhat, you would be relieved of much anxiety.

Advertising provides the business insurance you desire. Unless people know your goods and ask for them, any new manufacturer here or abroad has as good a chance as you with the Canadian public.

But if you have adopted a trade mark and a brand which the purchasing public have come to recognize as a mark of quality, no competitor can injure you. Your market is assured.

Value of Advertised Brands

Just one way lies open to you. The makers of specific brands of pianos and candies sell their goods from one end of Canada to the other. Why? Because they have told the people about them. Because, by good advertising they have made the people think of their names when pianos or candies are mentioned.

Whom "The Globe" Reaches

Why not put your goods in this class? You can do it. The purchasing power of fifty-five thousand families is behind "The Globe." Its advertising columns are read in as many offices. If you sell to homes or offices, an advertisement in "The Globe" will help you. Let us discuss it with you.

CANADA'S NATIONAL NEWSPAPER

JUNE—1912

Economic Advertising

DALLAS CONVENTION NUMBER

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WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING, TORONTO, CANADA

Unmistakable Evidence of Advertisers Confidence In The

Toronto Daily Star

THE STAR has made, in this first quarter of 1912, a larger gain in advertising than it made for the same period at any time during 1911—and 1911 was one of the most prosperous years in its history. Each of the last ten years has shown a gain, not only in advertising, but in circulation, over its predecessor.

This increase in advertising is not altogether because the business of advertising is thriving mightily. The chief reason for the gain is the quantity of circulation and the quality of The Star, its low cost in comparison with its circulation and the service it gives its advertisers. The Star's net daily average circulation for March, 1912, was

74207

Rates and detailed circulation statement mailed anywhere upon application. Circulation books open at all times for inspection.

UNITED STATES REPRESENTATIVES:

C. H. EDDY
5024 Metropolitan Bldg.
NEW YORK

EDDY & VIRTUE
People's Gas Bldg.
CHICAGO

Monthly Magazine published in the interests of Canadian Advertisers

Economic Advertising

ADVERTISING RATES

	1 month.	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

Vol. 5. Toronto, June, 1912. No. 6

STRAIGHT TALKS

A RETROSPECT

NOW that the annual convention is a thing of the past, we have an opportunity of reviewing dispassionately the progress made, and of determining just how far the long journeys which most of us took, were worth while.

To the executive and other committees working for the uplift of advertising, every moment of the day, and much of the night, was a round of incessant toil, and the advertising profession owes a deep debt of gratitude to these men who so unselfishly gave of their time and ability.

Delegates from the three clubs engaged in the struggle to land the 1913 convention for their respective cities, were at it late and early with meetings, canvassing and caucuses, and a maximum of three hours' sleep was not uncommon.

Future conventions, we understand, will be robbed of this spectacular feature, the general feeling being that a boosters' club from one of the smallest cities represented has no right to the power to sway the convention with its vote.

It is obviously unfair that a boosters' club from a city of 25,000 people should have over seventy votes, gotten at a subscription of twenty-five cents per head, when the larger clubs composed of really earnest advertising men paying from twenty dollars a year upwards can be easily outvoted by them.

Two years ago at Omaha the Associated Advertising Clubs favored the appointment of a national educational committee, and a splendid measure of success has attended the deliberations of this committee under the able chairmanship of Herbert S. Houston.

THE MONTHLY MAGAZINE SECTION

OF

CANADA'S GREATEST NEWSPAPERS

¶ More nearly covers Canada than any other publication in the world covers the country in which it is published, in proportion to the population.

¶ By actual count the actual number of copies circulated is one copy to every thirty-five people dwelling in the Dominion. Allowing the regular estimate of readers per copy, the MONTHLY MAGAZINE SECTION reaches ONE-EIGHTH of Canada's total population.

¶ Its circulation is increasing at the rate of **5,000 copies per month.** The circulation is **guaranteed** to be

OVER 230,000 COPIES

Ordered, paid for and read in the **homes** where the **buying** is **planned.**

¶ The **Monthly Magazine Section's** contributors are all famous authors and artists. It is the only national medium in Canada that **covers** the field.

CANADA STORY PRESS, LIMITED

General Managers for the Monthly Magazine Section

TRADERS BANK BUILDING **TORONTO**

The chief good has been done in the systematising of the work of local clubs, and in providing progressive programmes for their guidance.

A further step was taken a year ago at Boston in the organization of the convention into departments for the further discussion of matters of special interest to members of different branches of advertising.

This specializing has been fruitful of much good, enabling men to concentrate their attention on that branch of the industry that concerns them most.

The determining of the value of circulation of various media has always been one of the most difficult problems confronting the buyer of advertising, and as a result of the deliberations at Dallas, we understand a national research committee is to be formed whose function will be to co-operate with and direct the work of the sub-committees in all the local clubs, in the investigation and elucidation of important problems now left to the ingenuity of individual advertisers.

A duty of this committee will also be to investigate the comparative value of different classes of mediums, and to gather such materials from which a real science of advertising may in time be built up.

Organized advertising is rapidly coming into its own, and the time is not far distant when it will easily be the most powerful factor in the entire business field.

It was clearly expressed that some basis was required for the further education of the advertising man, and a significant move was the proposal to establish a standard qualification of capability to which every ad man must conform before he can practise his profession.

INDIFERENCE

Hugh Chalmers of the Chalmers Detroit Motor Car Co., said the man who coined that phrase "Get Busy," did a good day's work. There are many others to-day who agree with Mr. Chalmers, especially the man who pays the advertising bills.

When a firm is interested enough to prepare booklets and catalogues for the edification of the public, and offer these free for the asking, it comes hard on the advertiser when he finds that people who should have such information in their possession absolutely refuse to be interested enough even to drop a card asking for them.

There are none of us too old to learn, but perhaps the phrase "A little wisdom is a dangerous thing" fits our case better. We read a little about a product and feel we know it all. We have learned all there is to know, and, consequently, are too indifferent to bother collecting further information on this particular subject.

A Rare Opportunity

Newspaper Business For Sale

Established 1887

¶ Owner retiring—good profits. Practically no competition. Man of experience could largely increase profits. $5000 cash required. Locate in the fastest growing city in America. Quick action necessary to secure this real money maker.

INVESTIGATION INVITED

Apply Box 105, ECONOMIC ADVERTISING
MAIL BUILDING - - - - TORONTO

British Columbia's Leading Weekly

The only newspaper to reach every city, town, village and mining camp in the province.

Circulation Over 18,000

We made three thousand new friends in 1911—and of course retained the old.

Well written, splendidly illustrated, and with an attractive make-up, it is preserved in the home—this means your advertisement will be many times read.

We refer to *Economic Advertising* or any of the recognized agencies.

Ford-McConnel, Publishers

B.C. Saturday Sunset

Vancouver B.C

That is chiefly the reason why people don't answer advertisements.

Consider for a moment if you are contemplating the purchase of an automobile. Surely a first-class automobile salesman can tell you dozens of things about that motor you should know.

The same applies if you have a barn to build. The man who has made a specialty for many years in this particular class of work can give you many beneficial pointers.

Pick up the catalogues and booklets by reliable motor manufacturers and if you cannot learn many things about a car, it's your own fault, because they are there. All the innovations of modern motor manufacture are set forth in clear, simple language, which makes it easy for anyone to understand. Isn't it worth while then to have this information, when you can get it free?

The man who collects booklets by reliable manufacturers is practically taking a correspondence course on the particular subject the booklet treats of.

Edison said success was two per cent. ideas and 98 per cent. work. Catalogues and booklets contain the ideas and experience of clever men who have made a success, and the man who is up-to-date and awake is the man who writes for booklets on subjects he is interested in.

FIRE INSURANCE ADVERTISING

Speaking generally, there is no line of advertising so woefully neglected as that of advertising fire insurance.

This subject has been forcefully brought to our notice by A. H. Belo & Company, publishers of Galveston, Texas, who significantly point out that it is a hopeless task for fire insurance companies to conduct an aggressive advertising campaign on calendars and blotters.

It is true there are one or two exceptions among the hundreds of companies operating on this continent, but the majority, with smug self-complacency, are content to sit tight, and watch their fire losses mount up year after year, whilst the premiums stagnate or merely show a slight increase.

There are just two outstanding features which can be brought out logically in fire insurance advertising to the greatest benefit of the companies concerned.

1. The public can be educated in the best methods of how to prevent fires, and

2. Proper emphasis can be laid on the necessity of fire insurance as a prevention of loss of trade and goods.

It is no more possible to legislate people into taking out fire insurance or into taking proper precautions against possible fires than it is to stem the flowing tide.

A FEW FACTS ABOUT
Saskatchewan, Regina and "The Leader"

SASKATCHEWAN is Canada's third province. It produces more wheat than any equal territory in the world; its residents are prosperous and spend their money freely for necessities and luxuries.

REGINA is growing at the rate of 1,000 a month. With a population of 30,000 at the census of 1911, it now has 37,000 people. Its growth is substantial, and the city is bound to be the great distributing centre of the middle west.

THE LEADER is more than keeping pace with the growth of the province and city. Day for day, it carried more advertising during March than any paper between Winnipeg and Vancouver. The average circulation of the Morning and Evening Leader during March was 11,946; weekly edition, in excess of 10,700. *THE LEADER* is the one paper in Saskatchewan publishing morning and evening editions, and giving advertisers space in both editions for one price. *THE LEADER* has by far the largest circulation of any paper in Saskatchewan.

You cannot cover Saskatchewan without "THE LEADER"

Advertising Rates Gladly Furnished.

THE LEADER PUBLISHING COMPANY, LIMITED
REGINA, SASK.

Special Representative, Edgar J. Guy, Canada Life Building, Toronto

Prime Pair of Papers—Cream of Cities

The Times
ST. THOMAS

Circulation—Daily, exceeding 5,000; Weekly, exceeding 1,800

The Herald
STRATFORD

Circulation—Daily, exceeding 2,600; Weekly, exceeding 2,600

Each leader in its territory, handsome, well-printed, well-edited, well-featured, strong in local news, among high-rankers in Ontario press.

Circulations almost wholly home-delivered or by mail. Each city in 15,000 class, dominating centre of rich, progressive, well-populated district.

YOU'LL BE PLEASED WITH THIS PAIR ON YOUR LIST

The Times Printing Co. of St. Thomas, Limited
L. H. DINGMAN, President

The Stratford Herald Printing Company, Limited
W. S. DINGMAN, President

The only way in which this desirable end can be accomplished is by a campaign of education in the daily and magazine press.

The life insurance companies have practically awakened to the value of advertising in pointing out why a man should protect his family and dependants.

And fire insurance companies in an even more forcible way can point out the duty that man owes himself while he is living, of protecting himself against loss, bankruptcy and want.

There is no question that an aggressive campaign of this description would easily double the insurance carried in a short period and it is equally certain that proper educational copy would tend to reduce the enormous fire waste that takes place annually in every part of the country.

Solely as a matter of self-protection some plan will have to be devised in the near future by the fire insurance companies by which the loss by fire will be reduced and the aggregate insurance carried increased.

Whether the fire insurance companies are going to be developed into national advertisers as individual concerns or as a series of amalgamated bodies is hard to predict, but action of some description is urgently needed.

But the company that first breaks the ice will find a most profitable accession of business in a very short period.

HONESTY—THE KEY NOTE

Without a doubt one of the most significant features of the present-day publicity is the demand by the public for honesty in advertising—honest statements by the advertiser, and honest circulation statistics by the publisher.

And from among the many mediums of honest publicity now at the service of the advertiser, the daily newspaper is continually gaining a more commanding position, because we live at a rapid rate in the present day, and the newspaper is the medium that gets the quickest results.

Time was when every advertisement was looked upon with distrust—the idea was abroad that the "public liked to be fooled" —but the manufacturer or retailer who is now making the biggest success of his business realises that honesty of purpose, honesty of statement, and honesty of service are prime essentials.

The public demand the fullest possible value for their money, and the tendency is to crowd a little more value into the goods rather than to shout cut-rate prices.

The convening of the Associated Advertising Clubs of America in Dallas recently will surely result in a tremendous increase of business for the state of Texas.

SOME LEADERS IN THE AD. CLUB MOVEMENT

The Ad Clubs stand all the time for better and cleaner advertising, and the visiting delegates, representing an enormous amount of capital, must have gained a more thorough understanding of Texan people and Texan conditions which cannot fail to lead to closer friendship and more business in the future.

Texas gave of her best—her welcome was sincere and wholehearted, and it is not too much to say that the returning visitors have the highest appreciation of the newspaper men, advertisers and others, who are guiding the destinies and filling the columns of the great Southern press.

ADVERTISING AND SERVICE

There are still advertisers in our midst who are laboring under the mistaken idea that so long as a certain appropriation has been made for advertising, an immediate accession of trade is bound to follow.

Without a doubt, it is possible to believe in advertising too much.—to regard it as a panacea for every business ill— and the greatest fallacy is to expect advertising to do everything.

Yet it has been proven without fear of contradiction that advertising which is not backed up by real service, gives, at best, only a percentage of possible returns.

This is equally true of every phase of modern merchandising. The manufacturer who gives real service to the retailer in helping him to sell his goods has a big pull over his competitors, and the retailer who sees to it that his store conditions are right—that the service he renders to his customers embraces such essentials as promptness, tactfulness, politeness and enthusiasm—will assuredly reap the benefit in increased trade.

And, included in the word service may be mentioned such incidentals to good merchandising as rapid delivery of goods, orderly display of stock, good lighting arrangements, and last, but by no means least, a real, live, up-to-date selling force, working for your benefit every minute of the day.

Successes, doubtless, have been made where service did not receive real attention, but the surest road to success is good advertising backed by thorough and intelligent service to the customer.

KEY TO PAGE 8

1. Geo. W. Coleman, Boston, President Associated Ad. Clubs of America.
2. R. E. Sunderland, Omaha, Member Educational Committee.
3. Col. Henry Exall, President, Texas Industrial Congress.
4. Mac. Martin, Minneapolis, Member Educational Committee.
5. Elbert Hubbard, Aurora.
6. Herbert S. Houston, New York, Chairman Educational Committee.
7. Richard Haughton, Secretary Dallas Ad. League.
8. Fred. E. Johnston, President Dallas Ad. League.
9. E. St. Elmo Lewis, Detroit, Member Educational Committee.
10. Col. Frank P. Holland, Dallas, President Entertainment Committee.

The Advertising Problem

To do the sum incorrectly makes the answer useless.

Sixty per cent. of new advertisers fail, due to inexperience, proper knowledge and correct sensing of conditions.

The eternal question in advertising is to obtain full value from the appropriation.

Do the sum this way.

Take the appropriation and add

Experience. Capable men. Co-operation of advertising sales force. Proper analysis of Trade Conditions. Proper analysis of the buying public. Preparation of right copy to reach the right people, who need and can afford to buy your product. Ability to have your instructions properly carried out.

This is what you get when you use

Woods-Norris Advertising Service

Write us for any information or refer to any of our clients.

WOODS-NORRIS, LIMITED

Advertising Agency

MAIL BUILDING - - TORONTO

THE BUSINESS OF THE CONVENTION

By our Special Representative

In a greater measure than ever before, prominence was given to the business and educational sides at the recent convention in Dallas. Morning, afternoon and evening of every day found earnest advertising men foregathering in the interests of the new standard of business integrity—in the preaching of the value of honesty in salesmanship, and in the discussion of ways and means to eliminate the fraudulent and fake.

Every meeting, and nearly every speaker, are worthy of full report in these columns, but the space at our disposal renders this impossible.

The condensed form in which these reports are necessarily written excludes many of the plums which were handed out.

But our readers will be given an opportunity of perusing some of the best speeches at full length in subsequent issues.—Editor.

THE unique and edifying circumstance of filling sixteen Dallas pulpits on Sunday morning, May 19th, with prominent advertising men was, without a doubt, a leading feature of the convention.

It indicated that Christianity should be a rule of present life—a rule of everyday business—as well as a hope of future salvation.

In every church large crowds were unable to obtain admission, and the good gospel of truth and honesty was forcefully set forth by men of the highest integrity in the advertising profession.

Dr. John A. Macdonald's address at the First Presbyterian Church on "The Master's Call to the Nobler Life," was a masterful discourse on the obligation of service to one's fellows, and the entire musical service at this church was taken care of by members of the Toronto Ad. Club with E. Jules Brazil at the organ, and P. Redfern Hollinshead as soloist.

In the afternoon a union gathering held at the opera house, was addressed by President Coleman, who took as his theme "The Church Outside the Churches," and the mass meeting at night was a great success, embodying as it did the "get-together spirit."

Addresses were delivered by Frank T. Crittenden, Fred E. Johnston, Dr. Jones, and T. W. LeQuatte, the president of the association presiding.

Nearly every delegation had registered by the time the general session opened on Monday morning.

Addresses of welcome were delivered by Hon. O. B. Colquitt, Governor of the State of Texas, and by W. M. Holland, Mayor of Dallas, and these were responded to by President Coleman.

The reports of President Coleman, Secretary Florea and Treas-

ANNOUNCEMENT

In 1900 the MANITOBA FREE PRESS had a circulation of 14,680. In 1910 this had increased to 46,181. To-day the sworn circulation is 60,731 copies daily.

Twelve years ago the FREE PRESS, in standpoint of circulation, occupied eleventh place in the list of Canadian newspapers. To-day it has climbed to fifth place.

In volume of advertising carried, and in size of paper printed, the MANITOBA FREE PRESS outranks any other Canadian paper.

The growth of the FREE PRESS illustrates the development which is taking place in Western Canada and strikingly emphasizes the value of the western provinces of the Dominion as a market for the Eastern Canadian manufacturer.

This rich field can be thoroughly covered in an advertising campaign, and at a very reasonable cost, by employing the FREE PRESS and associating with it some of the smaller dailies in the rapidly growing cities of Saskatchewan and Alberta.

The advertising agencies of Canada will furnish estimates of a campaign, prepare copy, and submit sales promotion plans.

Eastern Canadian Representative

EDGAR J. GUY, Canada Life Bldg., Toronto, Ont.

urer McKeel were read and adopted, the finances of the association being reported to be in a flourishing condition.

Julius Schneider's address on "Organization Needs of Retail Advertising" was much appreciated, and was followed by discussion from the floor.

The executive unanimously recommended a plan for the appointment of a commission to deal respectively with finance, publications, divisional conventions and individual and club memberships, the idea being to relieve the onerous work of the club's chief officers and to make for greater efficiency.

vestigate propositions submitted to the public for their support, and these investigations even go so far as to enquire into the legitimacy of the object and character of the man doing the soliciting.

Mr. Martin favored the establishment of state boards of advertising, who would be empowered to issue certificates of registration to persons who must pass examinations as to their moral character, experience and special qualifications in publicity, with power also to revoke such licenses in the event of incompetence or unprofessional conduct.

It is more than probable tha

DALLAS—The Convention City.

The afternoon session was occupied with reports of committees, addresses being given by R. E. Sunderland on "Possibility for the Development of Lantern Slide Lectures," by L. E. Pratt, on "Lectures as a part of educational work," by H. A. Olmstead on the "Display of Advertising at the Carnegie Library," and by Mac Martin of Minneapolis.

Mr. Martin in his address started a movement having for its object the cloaking of the business of advertising with government control or supervision.

In some sections bureaus have already been established to in-

some such organization will be perfected in the near future.

Three capital addresses were given at the continued general session on Monday evening.

Lucius E. Wilson, of Detroit, spoke on "Municipal Publicity," and mentioned the wonderful success which had attended the publicity campaigns of such cities as Des Moines, Kansas City, Oakland, Dallas and others.

City advertising, he claimed, was good if it encouraged enterprise among the men already within the city limits. It was good if it inspired the home folk to undertake new things or to expand old lines

Fertile Advertising Garden

The Hamilton Spectator

MAY AVERAGE **23,126** COPIES Each Issue

Those who sow advertising seed (cash) literally in The Spectator's garden reap most bountifully. The texture of its soil has been proven wonderfully fertile. Let The Spectator have the opportunity of producing a big crop of business for you

SPECTATOR PRINTING CO., Limited
Hamilton, Ontario

CANADA MONTHLY

WHY

It is unequalled as a medium for reaching the homes of the intelligent and well-to-do class of Western Canadians.

BECAUSE

FIRST—The editorial policy is unsurpassed; the writers the best in Canada and the United States.

SECOND—90 per cent. of its circulation is home, paid-in-advance circulation.

THIRD—Its department for women insures its being read by the entire household.

FOURTH—All stories, articles and art matter are exclusive and original.

FIFTH—The territory covered (Western Canada), is the richest per capita in Canada—the readers the most progressive and well-to-do, also many other reasons that will bear investigation.

Vanderhoof-Gunn Co., Limited, Publishers
LONDON TORONTO WINNIPEG CHICAGO

of industry. It was good if it pushed the horizon of the average man back a little further to include

ALBERT HALL
Secretary Advertising Association of San Francisco.

new fields. It was good primarily if it induced men to think in large units.

Henry Exall, of Dallas, speaking on "Advertising a State," emphasized the danger of endeavoring to move the people from one section of the country to another regardless of results. Such action, he pointed out, was only for the welfare of those concerned, when the vocations and lives of those interested are changed for the better.

To a great extent Americans have been a race of land speculators in contradistinction to a race of permanent home builders.

Col. Exall pointed out that the world has no surplus food supply —that man consumes the entire product of the earth,—and that conservation was the burning question of the day.

The finest advertising any state could obtain was embodied in the assurance that it was straining every nerve to conserve its natural resources.

G. Grovenor Dawe, in his address on "Advertising a Section," went particularly into the publicity needs of the Southern States.

The surprise generally shown on a first visit to the great south is due to the fact that the mind has

WILLIAM WOODHEAD
President, Advertising Association of San Francisco.

been possessed of preconceived opinions of backwardness regarding that region.

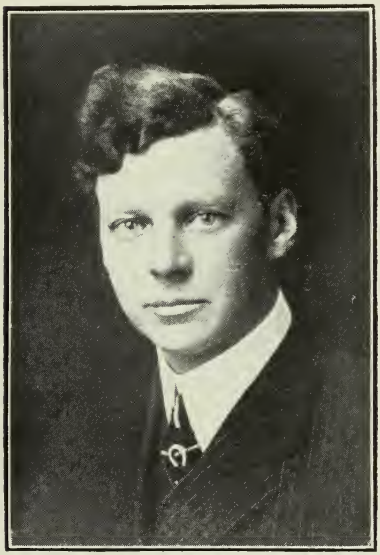
¶ *The Toronto Daily and Sunday World have a combined circulation of more than*

118,000

¶ *You can get immediate, direct results from an advertisement appearing in both papers.*

The skill required in the South, in fact in any advertising campaign, is to produce belief—sight unseen.

The whole of Tuesday morning



HENRY MORTON
Advertising Club of Baltimore, Secretary Dallas Committee

was devoted to departmental sessions at the Scottish Rite Cathedral, and a veritable feast of oratory and information was presented to the delegates.

The session was held under seven separate headings—General Advertisers, Retail Advertisers, General Agents, Newspapers, General Publications, Class and Trade Publications, and Officers' Conference.

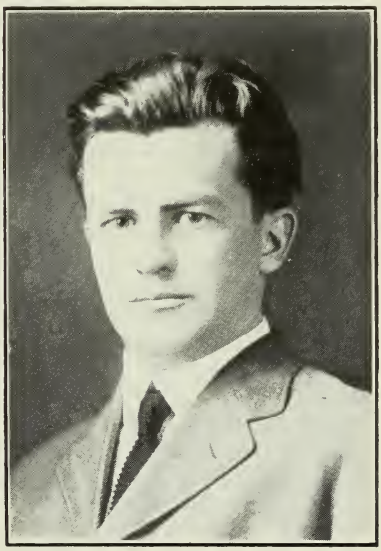
Space only permits us briefly to sum up a few of the large number of excellent addresses given.

Robert Frothingham, well known as advertising manager of *Everybody's*, spoke on "Courage in Advertising."

Advertising comes from within a man; it is the photograph of his soul.

If he advertises you know one thing at least about him—he has courage.

Most successful advertisers are fairly good judges of human nature. The man who isn't afraid to take a chance on old human nature, to risk something, to experiment a bit, comes out a winner nine times out of ten.



E. J. SHAY
President Advertising Club of Baltimore.

There were just three business conditions where a manufacturer may say, reasonably, "The difficulties in the way of my advertising are so physical, that it

EDMONTON JOURNAL

M. R. JENNINGS, Editor and Man. Director *JOHN MacLAREN, Bus. Mgr.*

Sworn Statement of Circulation for Year 1911

Date	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
Dly. Av.	4980	5296	5527	6544	7377	7733	7994	8129	8154	7925	7795	8150

THE above figures exclude all returns, unsold and waste copies. The circulation books and records are open for inspection to advertisers any time during business hours for the purpose of verifying the above statement.

R. R. LEITCH,
Circulation Manager

The Association of American Advertisers (New York City) has examined and certified to the circulation of this publication. Only the figures of circulation contained in its report are guaranteed by the Association.

No. 204 T. E. Rossman Secretary.

The only Edmonton newspaper which has been audited and guaranteed by a special representative of the Association of American Advertisers.

Edgar J. Guy, Representative, Canada Life Building, Toronto

On the line of the T. & N. O. Railway there are a dozen rapidly growing towns, including North Bay, Cobalt, Haileybury, New Liskeard, Englehart, Matheson, Cochrane, Porcupine, etc., with a combined population of 100,000 people.

Very soon the Grand Trunk Transcontinental railway will be running from Toronto West to Winnipeg over the T. & N. O. line, opening up millions of square miles of the clay belt to settlement. At Hearst and other points on the Grand Trunk new towns are springing up.

Here is an empire to trade in as promising as Manitoba was 20 years ago, or Alberta or Saskatchewan was 10 years ago. The manufacturer and the wholesaler who gets a foothold in this new country now gets in on the ground floor, establishes connections, wins friends and customers, if his goods and his methods of doing business stand the test.

THE COBALT NUGGET

is the only daily paper in this district. It reaches all of these towns and others every day, and is the evening local paper. It also reaches the men interested in the mining industry, and today Ontario stands at the head of mining in Canada.

Advertisements in the Nugget reach buyers

Circulation 4000 daily. **Rates on application.**

would be against common sense to try to jump them."

First, there is lack of money or credit to pay for the advertising.

Second, if the goods are poor quality, that is a pretty hard ditch to jump.

And, third, there is the abject, rope-around-the-neck dependence on the jobbers.

But these obstacles are not insurmountable. The man who keeps a strong heart, and is equipped with the courage of common sense has half solved his problem.

A personal audit of himself to see where he stands is necessary if he means to go forward to bigger and better things If he will examine his own soul, in relation to his business, then he will realize that the conditions which make it impossible for him to advertise are not conditions in his business at all, but the conditions of his own mind, his blurred sense, his warped judgment, his fear, his lax ambition, his having gone to seed before his time.

It takes courage for an advertiser to realize that advertising is first of all a reputation builder—a creator of prestige.

H. D. Robbins of New York, and Rich. H. Waldo, of *Good House Keeping*, also addressed the general advertisers, over whom G. C. Hubbs, New York, presided.

J. H. Appel, of Wanamaker's, New York, was to have presided over the session of Retail Advertisers, but was unavoidably absent. His address, however, was read.

A. G. Chaney, of Dallas, in speaking on effective copy for the department store thought there were just two propositions before the department store writer—to get his copy read, and secondly, to get people to believe it.

Honesty in advertising must meet with individual treatment. If the people believed advertising, even the honest advertising of

S. C. DOBBS, Atlanta, Ga.
Chairman of Executive Committee.

to-day, we could all cut our appropriations in half.

C. W. McDiarmid, of Toronto, read an interesting paper on "Analysing the demand for your goods" and told of the success in Canada in the fight for the elimination of waste in advertising.

Julius Schneider, of Chicago, spoke on "The Emancipation of the Retail Advertising Manager," which was followed by a resolu-

THE

Homestead

ESTABLISHED JANUARY, 1908
Published in Edmonton, Alberta

THE only agricultural weekly in Canada published west of Winnipeg. Twenty-four pages of live matter every week.

The Homestead has a paid in advance circulation in excess of 8,000 among the farmers in northern Alberta and northern Saskatchewan. It carries no delinquents.

The greatest agricultural development in Canada is now in progress in those sections where **The Homestead** has the largest circulation. **The Homestead** is following the wave of humanity now rolling west and north. It reaches those farmers who are outfitting and home-making.

Advertising rates on application
SUBSCRIPTION
$1.00 PER YEAR IN ADVANCE

Address all inquiries to
THE HOMESTEAD
Suite 7, Merchants Bank Chambers
Edmonton - Alberta

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1911, 2,347,656

Weekly Average, 45,135

Hamilton Newspaper Union
Hamilton, Canada

tion for the appointment of a committee of nine to be known as the "Retail Efficiency Committee," to secure a better cooperation between the national and retail

C. W. McDIARMID
President Toronto Ad Club

advertisers, and to increase the efficiency of the small retail advertiser.

The general agents were addressed by David Taylor, of Chicago, on "The Advertising Agent as a Creative Power in Modern Business;" by W. C. D'Arcy, St. Louis, on "The Necessity of a National Association of General Advertising Agents;" by F. J. Cooper, of San Francisco, on "Cooperation Between Agents;" and by W. H. Johns, of New York.

Mr. Johns, speaking on what the New York Association of Advertising Agents had accomplished, claimed that the association had raised the moral tone and the ethical standard of competition between the members.

It had put men on their mettle to get business because they deserved it, rather than because they could steal it.

The association was on the verge of obtaining the introduction of a uniform rate card, and a uniform account date—two reforms urgently needed for a long while.

When there are wrongs to be righted, it is better to right them

ADAM F. SMITH
Secretary Toronto Ad. Club

ourselves than to let others right them with success.

The New York organization has been a remarkable success from

Quality Circulation

The GALT REPORTER goes into the homes of over 80% of the best people in the best town in Ontario.

Make sure that the REPORTER is one of the papers your advertising will appear in. WRITE FOR RATES, ETC.

GALT REPORTER

GALT, - - ONTARIO

A Virgin Territory

THE LAST BEST WEST

The cream of the business awaits the progressive manufacturer who advertises aggressively—Westerners are Canada's best buyers of well advertised goods. **The Herald** is the one best medium to place your product before them.

The Herald Publishing Co., Limited

CALGARY - - - CANADA

Edgar J. Guy, Eastern Representative, 61 Canada Life Bldg., King St. W., Toronto

its inception, and Mr. Johns urged agents in all parts of the country to organize in a similar manner.

Newspapers were especially fortunate in their selection of speakers.

Under the chairmanship of A. L. Shuman, of Fort Worth, who delivered the opening address, a large audience listened to W. C. Freeman, of New York, J. Schermerhorn, of Detroit, and E. LeRoy Pelletier, of Detroit.

Mr. Freeman spoke on the "Duty of a Newspaper Toward Its Advertisers," and considered that their first obligation was to instil into the minds of its local advertisers the integrity of the advertising rates of the paper.

If the flat rate could prevail universally, it would be the fairest rate to establish, but if it cannot prevail, the rate card should be so adjusted that the big advertiser does not get too great an advantage over the small advertiser.

The newspaper that deals on the level in its rates, gets the business eventually.

The advertiser is entitled to know the facts about the circulation of a paper, and it behooves the publisher to know the actual facts, not to guess at them.

"Puffs" should never be printed, as they make the advertising columns like a junk shop, but real news about a store is human interest news and should be sought for and published.

And above all no advertiser must be allowed to think that because he advertises in a paper that he can control its news or editorial columns.

Mr. Schermerhorn, in a very witty address, introduced a decided novelty in the person of an advertising editor, and he told how the experiment is working out on his paper.

Many instances were given of exposures of mining swindles, patent medicine fakes and galvanic cure-alls, and although the actual loss in revenue through the turning down of his advertising had been large, it had been more than compensated for in the increase in prestige and circulation.

"I know from experience," said the speaker, "that a daily newspaper can keep itself unspotted from advertising fraud if it wants to. It is just a matter of exercising the same care in protecting the health and pocket books of its readers as every well-regulated journal observes in sparing itself the penalty of a false publication against the reputation of a citizen."

E. LeRoy Pelletier, advertising manager of the Studebaker Corporation, also spoke on "Why I prefer the Newspaper."

In the General Publications session Frank C. Hoyt, of New York was chairman, and the general subject discussed was advertising in periodicals of general circulation considered in its relation to distribution.

Interesting addresses were given by R. H. Waldo, on "The View Point of the Magazine;" by M. P. Gould on "The Viewpoint of the Advertising Agent;" by T. D. Harman on "The Function and

WHEN YOU ADVERTISE IN THE

"Times" Hamilton

you at once place your business before the buyers. Goes into the homes and, therefore, most valuable to live advertisers.

USE THE TIMES FOR RESULTS

We have a Job and Railway Ticket Printing establishment, one of the best in Canada. We should like to do your printing. *Quick Work.*

TIMES PRINTING COMPANY, Limited
HAMILTON - - - - ONTARIO

YOU NEED THIS MAP

Every advertiser at present doing business in the Province of Quebec, or contemplating doing so in the near future, should secure a copy of our latest circulation map, showing how to cover Quebec Province thoroughly, at the lowest possible cost commensurate with satisfactory results.

This map shows circulation of LA PRESSE by counties, at a glance enabling the advertiser to follow his copy with dealer literature, without the waste due to mis-fires.

ONE OF THESE MAPS WILL BE MAILED UPON REQUEST TO ANY READER OF "ECONOMIC ADVERTISING," PROVIDING APPLICATION IS RECEIVED BEFORE THE LIMITED QUANTITY IS EXHAUSTED. BETTER WRITE TO-DAY FOR YOURS.

Promotion Department **LA PRESSE** MONTREAL CANADA

Ontario and Western Canada Salaried Representative
HENRY W. KING Tel. Bldg., 76 Adelaide Street West Toronto, Ont.

Influence of the Agricultural Press;" by S. R. McKelvie on "The Position of the Farm Paper in an Advertising Campaign," and by J. F. Jacobs on "The Position of the Religious Press in an Advertising Campaign."

The Class and Trade Publications sessions was presided over by G. D. McKeel, of Minneapolis, and addresses were made by Allen W. Clark on "Cleaning House for our House Party;" "The Place of the Trade and Technical Press in a National Advertising Campaign,' by J. N. Nind on "Some Trade Paper Possibilities;" by E. R. Shaw on "Advertising Trade Journal Advertising;" by G. P. Edwards on "How Financial Interests may be served by trade publications," and by Le Roy Fairman on "The Advertising Agent and the Trade Press."

On Tuedsay morning also was held the officers' conference with E. St. Elmo Lewis in the chair, and a large number of subjects dealing with items of vital importance to the Ad Clubs of America were brought forward by various club delegations and discussed by the members.

Tuesday afternoon was devoted to the summing up of the departmental subjects, and this session certainly resulted in the most vivid presentation ever given of the merits and application of the various advertising media.

D. L. Taylor spoke for Agricultural Publications; O. J. Gude on Bill Boards and Painted Display; Flint Garrison on Class Publications; R. C. Ayers on Commercial Literature; E. St. Elmo Lewis on the Conference of Officers; W. B. Cherry on General Advertisers; Stanley Clague on General Agents; R. Frothingham on Magazines; V. H. Hanson on Newspapers; J. F. Jacobs on Religious Publications; M. L. Wilkinson on Retail Advertisers; L. E. Pratt on Specialty and Novelty Advertising; and A. E. McBee on Street Cars.

Wednesday was spent at Fort Worth. and the day's activities and pleasures are recorded elsewhere.

On Thursday morning Harrington Emerson, of New York, delivered a stirring address on "The Soul of Advertising," and action was taken on the recommendations in the president's report.

The reports of the various committees were also made, the Printer's Ink Cup going to New York and the Boston Banner to San Francisco. Des Moines generously withheld their report as a third win would have made the cup their absolute property, and they considered it desirable to keep it in circulation.

The climax of the week's activities was reached on Thursday afternoon when the delegates gathered in large numbers in the huge Coliseum at the Fair Grounds to elect officers for the coming year and to select the next convention city.

It was not generally known in the hall that San Francisco had withdrawn their nomination, and

Things don't "just happen"

¶ There must be some fundamental principle at the base of a continuous success. For 79 years

The British Whig of Kingston

has been a continuous success. As a newspaper, it is progressive and up-to-date, giving the best news service of any of the smaller city dailies of Ontario. Its editorial policy has been clean, vigorous and inspiring. Its influence is a vital element in every home it reaches.

¶ These things have made its service to the advertiser of great value. Service is at the base of the Whig's success as an advertising medium. Are you reaping its benefits? If not, write for detailed circulation statement and rates. They are yours for the asking.

¶ **Sworn Average Circulation, 1911: Daily, 4155; Weekly, 5341**

BRITISH WHIG -:- KINGSTON, ONT.

In Summer

A TREMENDOUS tourist field is created in Montreal. Wise advertisers, realizing the advantages of reaching these thousands of well-to-do peop'e, alway use

The Gazette
Montreal

because it is the only English Morning Daily in Montreal and is read every morning by these tourists. Write for information to

The Gazette Printing Company, Limited

everything pointed to a spectacular three-cornered fight.

It was generally conceded that President Coleman would be elected for a further term of office,and his

A good eye-catcher.

unanimous re-election was the signal for a perfect tornado of cheering. Secretary Florea and Treasurer McKeel were both accorded a similar honor.

Fred E. Johnston, on whose shoulders so much of the work in making the Dallas Convention a conspicuous success fell was elected first vice-president.

An incident at this stage occurred in the presentation of a Texas flag to C. F. Higham of the London, England, delegation, Mr. Higham having already presented, on behalf of the Thirty Club, a large Union Jack to the Dallas Advertising League.

Excitement had reached fever heat when President Coleman announced that the choice of the next convention city would be made.

Chicago and Boston voted solid for Baltimore, whilst the Pacific Coast delegates split their votes giving a majority in favor of the Canadian city.

New York polled 53 for Baltimore and 19 for Toronto, whilst Dallas as hosts refrained from voting for either.

All doubt as to the result was set aside when Waterloo, with the largest voting power of any club plumped 70 solid for Baltimore, and the final figures were

Baltimore, 565.

Toronto, 407.

The Canadians had the satisfaction of knowing, however, that

OMO
Better than the Sun
Before OMO the only way was to spread the clothes on the grass exposed to the sun. Now OMO cleanses thoroughly, bleaches and purifies better than the sun can do it. It has the bleaching and purifying properties of fresh country air for linens and all white things. Harms neither hands nor clothes.
No rubbing. Directions are easy. Works quickly. Coffee, tea, cocoa, fruit and other stains disappear like magic.
Ask your grocer for OMO 10c.
Pugsley, Dingman & Co. Limited, Toronto

Rather far-fetched claim.

74 clubs polled for them as against 54 for Baltimore.

This completed the business of the convention. The rest is told on another page.

Read This Advertisement

Napoleon once said—"Opportunities don't come, they are made—by taking advantage of minutes."

The Advertising Manager who is honest in the placing of his appropriation, will take MINUTES to investigate each contemplated medium.

Results come from sowing the seed on good ground.

The **London Free Press** circulates 36,000 copies each day in Canada's most favored sections, among a class of educated, intelligent people, whose average income is between $600 and $800 a year.

These people can afford to buy advertised products.

These people do buy advertised products.

If you have a product you are not ashamed to sell these people, do it through **The Free Press.**

36,000 daily copies of the Free Press will bring results

Advertising Managers who realize the value of information, will write us for our reference book. This is Free.

To be indifferent is to court failure—we have a reference book worth while, so send us your address.

THE FREE PRESS

London = Canada

Edgar J. Guy, Representative, Canada Life Building, Toronto

IN ITS 102nd YEAR

The Kingston Standard

DAILY AND SEMI-WEEKLY

THE OLDEST PAPER IN CANADA

¶ The Standard is steadily increasing in influence and in value as an advertising medium.

¶ Its **circulation** to-day is **the largest in its history,** and is steadily increasing.

TO SEE THE STANDARD IS TO BELIEVE IN IT

RATES ON APPLICATION

The Standard Publishing Co., Limited

KINGSTON - ONTARIO

THE LAW OF SUCCESS

SUCCESS in any business or undertaking comes through the working of a law.

It never comes by chance.

In the operation of Nature's laws there is no such thing as chance.

You and your fortunes are no more the things of chance than is the tree from its earliest growth.

Your thought and not your body is your real self.

That kind of thought with which you most charge your mind or set it open to receive, it will attract to you.

If, then, you think, or keep most in mind the mere thought of determination, hope, cheerfulness, strength, force, power, justice, gentleness, order, precision, you will attract and receive more and more of such thought elements.

These are among the elements of success. These qualities of thought are as real as any of the things we see or feel.

A woman once asked Newton how he made his famous discovery of the law of gravitation. "By constantly thinking of it," he answered.

Only by means of this complete concentration is success possible.

Success embraces work, habits, the use of time, and the meaning of life as these things bear upon happiness.

It lies within a man and not in his circumstances.

It is to be gained not in seeking it, but by free and harmonious growth in thought, action and feeling.

Success is the free and true unfolding of a man's character. The secret of it in important affairs often lies in failure. The men who have most constantly commanded the admiration of the world, and those who are most conspicuous in the story are not those who have reached the goal of life through success alone.

Caesar and Napoleon would have been remembered only as examples of tyranny if it had not been for Brutus, Waterloo, and St. Helena. The Maid of Orleans would be recalled as a masterful woman like many others, had it not been for her martyrdom.

The man who is going to count in any way in life must make up his mind, not merely to overcome a thousand obstacles, but to win in spite of a thousand repulses and defeats. He may not be able to wrest success along the lines he originally started. He may have to try something entirely new. On the one hand he must not be volatile and irresolute, and on the other he must not fear to try a new line because he has failed in another. Lincoln struggled against incalculable odds, worked his way up, trying one thing after another until he struck out boldly into the turbulent torrent of our national life at a time when only the boldest and wisest could so carry themselves as to win success and honor.

The disciplinary side of success often escapes observation. In the golden light which surrounds an obviously prosperous career, harsh

PARIS

Paris, Canada, is the best town in the Dominion to live in, the best town to advertise in and the Review is its best read paper. Keyed advertisements will prove results and make business for both of us

Our charge for space is what the space is worth—no more, no less.

THE WINDSOR RECORD

Serves a constituency—Essex County—of 60,000 people. In this field it sends over

8000 Daily and Weekly Newspapers

(Sworn Circulation)

It is the only single medium that covers this district.
Rate card on application.

John A. McKay, Publisher

Every week a million in Rural Ontario read the local weekly papers in our big combination.

Haven't YOU a message for all these people.

It can be delivered at low cost by

THE WILSON PUBLISHING COMPANY
73 West Adelaide Street - - TORONTO

outlines are so softened that they often fade out altogether.

But the successful man, if he has any clear self-knowledge, knows that he is being relentlessly tested and that the sternest adversity could not more searchingly reveal the quality of his character.

The struggles of success are forgotten in the opportunities, the comfort and the applause which come with it, but no successful man escapes its temptations.

Every man of insight knows that good fortune, if it is his, is to be found, not in his prosperity but in the spirit in which he meets and bears it. To keep the moral fiber firm, the head clear, the heart warm, the tastes simple, when the spirit is assailed on all sides by temptations to ease, to complacency, to selfishness, to luxury, involves a moral struggle which is not less severe because it is fought out under comfortable conditions.

The tests of success are more searching than those of adversity because the temptations of prosperity are more subtle and insidious than those of adversity. The unsuccessful man sees the foes he is fighting. They are in the open field and he can hardly fail to take their measure. The successful man is assailed by foes who take advantage of his ease and attack him when his guard is lowered.

All that is great in man comes through work; and civilization is his product.

Industry is the key to achievement.

Genius inoperative is no more genius than a bushel of acorns is a forest of oaks.

Genius needs industry as much as industry needs genius.

"Waiting for something to turn up," is waiting for moon beams to turn into silver, for magic and chance to take the place of the natural law in the universe. It is the philosophy of the shiftless, the refuge of the lazy, the excuse of the improvident.

Let us sing a hallelujah, and make a fresh beatitude: "Blessed be drudgery." It is the one thing we cannot spare.

The secret of success lies in that old word drudgery, in doing one thing long after it ceases to be amusing, but it is that one thing that gathers you together from your chaos, that concentrates you from possibilities to powers, and turns powers into achievements.

No man can stand still. The moment progress is not made, retrogression begins. If the blade is not kept sharp and bright the law of rust will assert its claim.

None can appreciate these truths better than plant owners. Let your plant run along for a month or so without the closest attention and your "uprights" are on the bias and your "service" is a jest.

Put off making repairs that are needed to-day, and next week it will cost you more than nine times the amount of money, energy, and anxiety.

The old German inscription on the key should be emblazoned over the office of every plant: "If I rest I rust."

Labor is the fabled magician's

MR ADVERTISER
MR PRINTER
Lend us your ear for just one moment!
You are willing to spend money for good copy & good composition & you should be just as willing to spend money for good
ELECTROTYPES & STEREOTYPES.
Without good plates you can't get good results & the initial outlay is finally lost on poor results
We have been making plates for all kinds of printing for 34 years & know what is wanted.
THE CENTRAL PRESS AGENCY LTD.
70-76 PEARL ST TORONTO. F. DIVER MANAGER.
BRANCHES - WINNIPEG AND REGINA.

wand, the philosopher's stone, the cap of Fortunatus.

Outside of man there is not an idle atom in the universe. Everything is working out its mission.

"Work is the one great law of the world," said Zola, "which leads organized matter slowly but steadily to its own goal."

Life has no other meaning. It is the law of Nature that the moment activity ceases anywhere, a retrograde process sets in.

The moment we cease to use our faculties, that moment they begin to deteriorate.

Nature will let us have only what we use, and while we use it.—*The Poster.*

ADVERTISING VALUE OF A SHOPPING WEEK

J. B. Lyon before the Ottawa Ad. Club

SHOPPING WEEK in one of various and many forms, is recognized as a leading advertising factor among the merchants, wholesalers and others in the greatest cities of the world.

London holds an "All British" Shopping Week every year when practically every merchant of any consequence enters into the movement with the greatest enthusiasm.

New York holds Shopping Week almost continuously throughout the different seasons. In the spring and fall the wholesalers and the manufacturers hold their openings, which is another form of just such a shopping week as planned for Ottawa. The only difference is that in Ottawa the retail merchants are asked to enter into it in their way, and in New York it is the wholesalers and manufacturers who deal with their customers in much the same manner as the retailers of Ottawa would.

Now it is just such another occasion as that, that was my ideal for Ottawa, only that in the case of Ottawa we wanted the farmers, the people from the surrounding towns and villages and those from afar off to know that Shopping Week in Ottawa was an event of great importance not only to the merchant but to each individual non-resident.

Toronto, through its National Exhibition and the inducements offered by the larger stores, every September has more strangers come to that city than there are people in Eastern Ontario.

London had, until lately, what was called "market rates" with the railways, but, owing to the decision of the Railway Commission that the railways must not discriminate, the railways had to discontinue these cheap rates. This was a big blow to London, but it was all due to other towns and villages, some not far from London, requesting to be granted the same privilege of special rates on market days.

Owing to certain representations made to the Ottawa Publicity and Industrial Bureau, they

Results—

AND HOW TO GET THEM

RESULTS come easiest and quickest to the fellow that digs the deepest—the man of purpose that has a good proposition and shouts loud and long *everywhere* he can.

THE NEWS

(TORONTO)

gets the business of the deepest digger and the loudest shouter—the *advertiser* that digs with his common sense and shouts at his audience with first-class copy.

ARE YOU A DIGGER?

The Hamilton Herald

Is a Newspaper, not an organ and is

The People's Paper

Largest paid city circulation.
Carries the most "paid" classified advertisements.

Has Been

Famous for Results for 24 Years

saw fit to vote the sum of $855, with which to pay the expenses of the Shopping Week held during May, 1912; and a very large number of advertising men, merchants and others interested in retail businesses co-operated to make this movement a success.

The newspapers readily took the matter up and gladly agreed to give a special discount of 15% on all extra space used that week. They have also very kindly published considerable matter in their reading columns about it;

Arrangements were also made with them to carry large display spaces both in the daily and weekly editions at the actual cost.

Now one strong feature of this was that here on one hand we had the Publicity Bureau willing to spend practically a thousand dollars to illustrate to the merchants that they were behind them in every possible way and that they wanted these merchants to secure as much business as possible.

Now, what did the merchants do? Did a certain number of them sit by and watch the other fellow pick up all the business or did they all get in and strive to secure a share of it. The former were in a decided minority.

Merchants doing business in a business way as the merchants of Ottawa do, should get the idea into their heads that they were spending that appropriation, and that they would not get one dollar's worth of business out of it unless they would spend so much more; and that amount should be just what the merchant himself sees fit, but in no case should it be less than $100.

Of course the larger stores could do far better than that and never feel it even if they never get a dollar's worth back. In fact some of them are doing it every day; but the very large stores should have a full page advertisement in every newspaper from Saturday night until Wednesday or Thurdsay night changed every day—not a great cost to them—and these ads. should yield great returns.

Such are special occasions and special events in which practically every person who comes to a city comes with the idea of buying.

Another interesting matter of immense advertising value is the refunding of railway and boat fares.

In Ottawa an agreement was signed by a large number of the leading merchants that they would refund these fares upon a basis of 10% of the railway full fare, and as the Ottawa Horse Show have secured single fares and a fare and a third for that week, this 10% meant a matter of only 6% or 7%. The merchant can make this refund profitably because the price of the goods purchased is left at the same amount as if the man held a regular ticket, while the amount to be paid back will be only from one-half to two-thirds the regular full fare.

Shopping weeks have a proven advertising value, and as business-getters can be tried out successfully in every Canadian city.

A PRINTER'S TALE

Plant	1906	One monoline, one good cylinder press, two platens, one stitcher, hand-power bindery.
	1909	Two linotypes, two Miehles, one Cottrell, four platens, two stitchers, power cutter and folder.
	1912	Three linotypes, two monotypes, full type equipment, six Miehles, one Cottrell, six platens, one Falcon, complete modern bindery, running two shifts a day.
Service	1906	Nothing doing.
	1909	One salesman, one designer.
	1912	Complete department, salesmen, designers, artists and copy men on our own payroll. Capable of producing a complete work of any size.
Customers	April 1906	Fourteen small customers.
	April 1909	Forty-three customers, ninety-three orders.
	April 1912	Sixty-nine customers, with a total of one hundred and ninety-seven orders. Smallest order seventy-five cents. Largest order more than twenty-six hundred dollars.
Price	1906	Same as most other printers—guessed at.
	1909	Based on fairly accurate cost system.
	1912	Best possible in a good shop running at high pressure. National Cost Congress system used. Profit moderate but certain. Prices higher than many but lower than others.

Acton Publishing Co., Limited

TORONTO:
1229 Queen Street West

MONTREAL:
Coristine Building

RECENT ADS.—GOOD AND OTHERWISE

By a Captious Critic

A SEASONABLE ad, one of a series running in the daily press, is that of W. G. & R. lounge collars and shirts.

The reading matter is snappy and to the point, the figure neat and well drawn, and conveys adequately the "comfort" idea the writer wishes to bring.

The border just serves to bring out the firm's trade mark to best advantage, and we think admirable use has been made of this somewhat small space.

It is certainly away ahead of

TRADE
W.G.R.
MARK
Lounge Collars and Shirts
are made for men who believe in coolness and comfort as well as style.
W. G. R. Lounge Collars, 25c each.
Elk Brand Lounge Collars, 2 for 25c
Look for the Trade Mark

some of this firm's advertising that has come under our notice.

* * *

The ad. reproduced of the Kuntz Brewery introduces two new products, which should find a ready sale during the summer months.

Due stress is laid on the fact that the lager is brewed by the old German process—a good point, seeing that German lagers are acknowledged leaders, and purity

and cleanliness are both well featured.

Equally happy is the description of the new ale, which, we are assured, has the real snap and flavor associated with the finest ales.

The distinctive bottle feature has considerable advertising value, and taken as a whole, the ad. is well displayed in good easily read type.

* * *

THE Neilson ad. reproduced is not calculated to bring direct results, but in view of the recent unfortunate collapse at the Neilson factory, it serves a very useful purpose.

It is doubtless written primarily to gain and retain the retailer's confidence, without which no man-

I am the Printing Press

by

Robt. H. Davis

I AM the printing-press, born of the mother earth. My heart is of steel, my limbs are of iron, and my fingers are of brass.

I sing the songs of the world, the oratorios of history, the symphonies of all time.

I am the voice of to-day, the herald of to-morrow. I weave into the warp of the past the woof of the future. I tell the stories of peace and war alike.

I make the human heart beat with passion or tenderness. I stir the pulse of nations, and make brave men do braver deeds, and soldiers die.

I inspire the midnight toiler, weary at his loom, to lift his head again and gaze, with fearlessness, into the vast beyond, seeking the consolation of a hope eternal.

When I speak, a myriad people listen to my voice. The Saxon, the Latin, the Celt, the Hun, the Slav, the Hindu, all comprehend me.

I am the tireless clarion of the news. I cry your joys and sorrows every hour. I fill the dullard's mind with thoughts uplifting. I am light, knowledge, power. I epitomize the conquests of mind over matter.

I am the record of all things mankind has achieved. My offspring comes to you in the candle's glow, amid the dim lamps of poverty, the splendor of riches; at sunrise, at high noon, and in the waning evening.

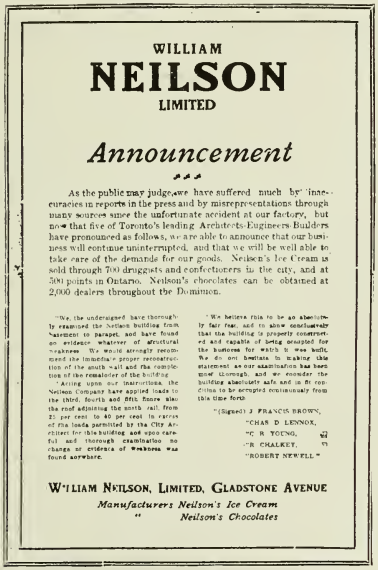
I am the laughter and tears of the world, and I shall never die until all things return to the immutable dust.

I am the printing-press.

Robert H. Davis

ufacturer can hope for continued success in trading.

It will be noticed that the finding of the boards of experts is



WILLIAM
NEILSON
LIMITED

Announcement

As the public may judge, we have suffered much by inaccuracies in reports in the press and by misrepresentations through many sources since the unfortunate accident at our factory, but now that five of Toronto's leading Architects-Engineers-Builders have pronounced as follows, we are able to announce that our business will continue uninterrupted, and that we will be well able to take care of the demands for our goods. Neilson's Ice Cream is sold through 700 druggists and confectioners in the city, and at 300 points in Ontario. Neilson's chocolates can be obtained at 2,000 dealers throughout the Dominion.

"We, the undersigned have thoroughly examined the Neilson building from basement to parapet, and have found no evidence whatever of structural weakness. We would strongly recommend the immediate proper reconstruction of the south wall and the completion of the remainder of the building.

"Acting upon our instructions, the Neilson Company have applied loads to the third, fourth and fifth floors above the roof adjoining the south wall, from 25 per cent to 40 per cent in excess of the loads permitted by the City Architect for this building, and upon careful and thorough examination no change or evidence of weakness was found anywhere.

"We believe this to be an absolutely fair test, and to show conclusively that the building is properly constructed and capable of being occupied for the business for which it was built. We do not hesitate in making this statement as our examination has been most thorough, and we consider the building absolutely safe and in fit condition to be occupied continuously from this time forth.

"(Signed) J. FRANCIS BROWN,
"CHAS. D. LENNOX,
"C. B. YOUNG,
"R. CHALKET,
"ROBERT NEWELL."

WILLIAM NEILSON, LIMITED, GLADSTONE AVENUE
Manufacturers Neilson's Ice Cream
" Neilson's Chocolates

very emphatic, and serves as a guarantee that regular supplies may be expected in the future without fear of interruption.

This is a good example of obtaining a piece of good advertising from a calamity which threatened serious loss of trade.

* * *

The ad. of the James Findlay Drug Co., Limited, produced here below, appeared in May 8th issue of The Calgary Herald.

No doubt this ad. attracted considerable business to the Soda Fountain, about which it sets forth many merits. The idea of appealing to the shoppers and busy men is good. The fact that a man who is hot and tired can readily obtain a cool drink of soda, lemonada or phosphate, goes a long way towards making him feel that he needs that drink. The scribe seems to have played on the principle of a boy who eats candy in front of another to make his mouth water, and we think he hit the right idea.

With one or two slight exceptions to its phraseology we think that the scribe has produced an ad. which should draw much custom to the Soda Fountain.

CATCHY COMBINATION

FOUNTAIN DRINKS

The days are here with us now when the Soda Fountain is the mecca of many thirsty shoppers and hurrying business men who like to break the day's rush with a minute's rest and a long, cool, refreshing drink. We invite you all to come into our Fountain Rooms and there spend a few short moments resting in the cool and gaining a fresh store of nerve energy to continue the day. We have lately made many new additions to our facilities for serving you, the Fountain Rooms have been enlarged and renovated, the electric ventilating system has been improved and we have brought several expert Fountain men to mix your beverages. We can offer you an unexcelled service in this department. This week is our big opening week. Come in and try the Soda from the New Fountain; it will satisfy your most delicate tastes.

NOW--Introduce Yourself to Our Ice Cream Sodas--NOW

Phosphates

Just a word about our Phosphates. We don't use any diluted or cheap acids, nothing but the pure phosphate, the right strength to cool you off and tone up your stomach.

Lemonades

Who doesn't like a good lemonade? The fruity tartness is extremely refreshing. We make our lemonades right before your eyes. You can't help but see they're good. Enjoy a lemonade at our Fountain.

Sundaes

Perhaps you like your Sundae made in some particular way. If so, you'll just be served the way you want it at our Fountain. Rich ice cream, crushed fruits and nuts reside our Sundaes extremely delicious.

Drink All the Soda You Want!

Our Fountain is sanitary—a modern example of perfect cleanliness in soda dispensing. Absolute refrigeration and perfect carbonation gives drinks sparkling and cold, clean and perfectly safe. All spoons, glasses, etc., are washed in boiling water, dried and polished individually after using.

The fizzle and sizzle of a cold sparkling soda at Findlay's Fountain will kill that thirst.

The James Findlay Drug Co., Ltd.

106 Eighth Ave. East — *The* Rexall *Store* — Phone 6071

Entertain your out-of-town guests at Findlay's Fountain Rooms. Their visit will be made more enjoyable.

AUTOMOBILE ADVERTISING

By L. D. Robertson—The Comet Motor Car Co., Montreal.

THE greatest advertisement which any product can have, is the human voice, and through its agency more goods are yearly sold than through all others combined.

Automobiles are self advertising products, and they are always to be seen on our streets and roads, and I venture to say if Beecham's Pills or Quaker Oats were always moving along the streets, as automobiles are, they would not require the same amount of advertising that they do now.

Copy which was intended to direct attention to a certain make, no longer contained boastful assertions, or endeavored to gain prestige at the expense of their brother manufacturers.

Manufacturers now preferred to tell a plain story of the merits of their respective cars, setting forth prominently the salient features of their products.

Automobile advertising was full of pitfalls and dangers, and the large expenditure of cash required for success needed to be carefully placed.

A certain manufacturer had used horizontally placed cylinder engines and publicly asserted that he would never use vertical engines. He was led to make this statement, owing to the fact that a maker was putting on the market a vertical cylinder motor, which ultimately proved to be a great success, and he eventually was compelled to adopt them by popular demand. Thus he was obliged to undo at great expense, the effect of the publicity which he had already secured.

To the bicycle we owe the pneumatic tire, and it was the bicycle which largely laid the foundation of the present motor car industry.

Count de Dion was the first man to perfect the gas engine and render its application to a road vehicle possible. At first the toll of human life was almost as high as that which has characterized the introduction of the aeroplane.

The catalogue was the most frequently used means of giving publicity to the automobile, and many important sales had been made through the medium of the catalogue. I once saw a car advertised by means of a catalogue, and liking the appearance of it through the catalogue which happened to fall into my hands, I sold fifty of these European cars in Montreal.

Motor racing is a very precarious method of advertising, and one which is not now largely indulged in by the builders of the best cars.

Automobile shows still continue to be an excellent method of advertising the motor car.

Endurance tests were also becoming more popular as a means of advertising.

The public have become very critical and advertising must convince them of sane sensible points of superiority before they can be induced to buy.

SOUTHERN HOSPITALITY

By Kiltie

YOU have read of the hospitality of the Southerner, but you must needs take a trip through the Southern states to begin to understand the warmth of welcome that awaits everyone, who has the smallest pretension of being a "good fellow."

I was just a plain kiltie—one of the Toronto delegation at the recent convention, and from the time we detrained at the Dallas depot, all through the state, and right up to the moment when we set our faces Toronto-wards again, the natives of the Lone Star State, men and women alike, vied with each other in entertaining us and making our visit pleasant.

A freight wreck on the road delayed our arrival till half past nine, but this had no effect on the crowds who had been waiting for five hours to welcome the kilties. The uniforms were a decided novelty in these parts, and the reception accorded us was more like that of a returning, conquering army than anything else. Sunday was spent quietly, the whole delegation attending the service at the First Presbyterian Church, at which Dr. Macdonald of the *Toronto Globe* was the preacher.

Monday morning started the festivities in earnest, with a wonderful automobile procession of one thousand cars to an al-fresco lunch given by the *Dallas News*. This was held at the Country Club, picturesquely situated on the outskirts of the city. The kilties were much in evidence and the fair Dallas lady, who did not have the good fortune to capture one for her car, was unlucky indeed. A moving picture was made of the parade, which will be seen in the Canadian cities in the near future. Monday evening a round-up and Grid Iron Dinner was given in honor of the visiting press men at the Columbia Club, and proved a very happy informal affair.

Tuesday was the biggest business day of the convention, the proceedings being broken by a luncheon given by the *Times Herald* at the Scottish-Rite Cathedral. Much amusement was caused by the stunts pulled off by the three ad clubs straining for the honor of entertaining the next convention.

The immense Coliseum at the Fair Grounds had been entirely transformed to reproduce an Italian Garden on Tuesday, the occasion being the formal reception given to president and Mrs. W. G. Coleman. This reception was brilliant in the extreme, and dancing was continued to a very early hour.

Wednesday was Fort Worth day, a mass meeting at the Majestic Theatre being followed by a Sky Piece Hand-out, at Lake Como, with scenes of Texas ranch life by real cow boys bucking bronchos and wild steers. In the afternoon many of the visitors took the opportunity of going

over the Armour and Swift packing houses, and later the men were entertained at an informal dinner at the Coliseum, the ladies being looked after at the River Crest Country Club. On Thursday, and in fact every day, automobiles were placed at the disposal of the visitors by generous minded citizens, and many took the opportunity of seeing the picturesque surrounding country. The ladies were entertained at luncheon at Lake Cliff Park on Thursday.

Following the election at the Coliseum in Dallas, on Thursday afternoon a Cattalo Barbecue was held at Fair Park, and subsequently many of the delegates accepted the hospitality of the Dallas Club, the Elks Club and the German Club.

Friday found the visitors at Waco, where autos in plenty were on hand and an outdoor luncheon was provided, followed by a banquet in the evening at the Cotton Palace.

Quaint old San Antonio provided a very interesting time on Saturday, the Alamo Hot Wells, and the Missions being visited, whilst in the evening a real Mexican dinner was served, with music and entertainment by Mexican signors and signoritas in their national costume.

A quiet day was spent on Sunday in Galveston, the majority enjoying the boat trip out into the Gulf of Mexico, whilst some tried their skill at fishing from Bettison's Pier, but the wise ones did not attempt the delights of surf bathing until the evening, as the day was a scorcher.

Houston day was Monday Breakfast and dinner were generously provided by the Houstonians, and a trip down the Buffalo Bayou to San Jacinto battlefield was thoroughly enjoyed by many. Special vaudeville performances were also provided in the afternoon at the local theatres.

A tired but happy party traveled back to Dallas in four special trains on Monday night.

Everything possible was done throughout our stay to make us feel at home, and where every city provided such a wealth of hospitality it would be invidious to make comparisons.

The South did itself proud, and many were the friendships made, which we trust that future years will only serve to cement.

MAKING TRADE PAPER ADVERTISING PAY

By G. E. F.

AN English friend of mine, who is enthusiastic about trade paper advertising because he has made it pay big, recently leafed over the advertising pages of one of the most successful trade papers in Canada. Judging by the matter in the ads. only, he analyzed the advertisers' chief reasons for advertising thus: keen business ads. 60%., support of paper, "good fellows," vanity, and jealousy, each 10%, though the four last divisions enter to a

certain extent into a large proportion of the keen business advertising.

Keen business advertising is classed as definite copy that gives real information. As applied to general wholesalers or manufacturers it is confined to particulars about one line, or resembles department store advertising in its descriptions often with prices of many lines. Such advertising is always timely. As applied to specialty wholesalers or manufacturers the same general tendency is noted. Where brands are exploited, the principle is to bring out one effective argument and play it up. This holds good whether the distribution is direct to retailers or through wholesalers.

The keynote of modern copy in trade papers is the tendency to give facts briefly and in attractive form. This advertising is largely intended to attract business which salesmen close and service holds. An increasing number of advertisers are also using copy in the trade press to give retailers selling points about the goods. This, of course, applies to branded lines. No matter how resourceful the salesman, his path is smoothed by such publicity.

But the point which is impressing advertisers is the number of retailers who write for samples of seasonable lines advertised, that are not always shown by travelers. This is the tangible evidence that tickles the man who pays the bill. And the replies are not coming from undesirable accounts. Every good trade paper in all lines is able to furnish an increasing list of advertisers, who have secured worth while direct orders through trade advertising.

A growing number of advertising managers and heads of business firms who look at all forms of advertising in a common sense way are helping along this movement, for sensible advertising copy.

There always will be "hit and miss" advertising placed on a basis of friendship with a solicitor or publisher, or advertising placed because the solicitor skilfully appeals to the vanity or jealousy of the prospect. There is also a permanency to the argument that a good trade paper performs such valuable work for manufacturers that it merits their contributions in the form of advertising. Such ads. take the form of name, address and lines manufactured. They are "travelling sign boards" and keep alive many trade papers. Such an advertiser need not worry about being troubled with replies from his advertising. In every line of business there are firms of a standing that consider any other form of trade advertising in a paper beneath their dignity.

The number of Canadian firms in any line that are not using space in their trade papers in Canada is not large. Quite often every important firm in a specialty line is represented, yet if the leading firm in that line drops out the solicitor is sure to hear, "Oh, nearly everyone uses your paper and guess if we all dropped out we would all save so much money."

It sounds funny when you think of the many similar attributes for getting business all firms have, salesmen, letters, etc. In such cases it is simply up to the most reliable firm to have the sanest advertising.

This case of "the other fellow" is the biggest stumbling block in trade paper work. A paper carrying the advertising of the recognized leaders in the field has not serious worries in securing additional business. Their responsibility lies in doing their share to improve copy so as to assure renewals.

In some form or another advertising to the retailer is practised by every firm. Direct literature is still the biggest investment of manufacturers and wholesalers. In proportion as trade papers "prove up" their share will increase.

The improvement in copy of trade papers is a combination of the service department of publishers, the work of advertising agencies, and the awakening of men who pay the bills. Logically, publishers should not have service departments but they have come to stay, and as they prove up the advertiser will pay the necessary extra cost. The best copy in trade papers is written by advertising agents, managers or business heads that know just what they are talking about. (The service department ad. writer is handicapped in writing definite copy if nothing but meagre facts are furnished him.)

The writing of ads. in trade papers to make them newsy has awakened publishers to the sense of securing quality and quantity of readers. In the early days of trade papers, published in Canada, the owners assuredly considered they deserved to be supported. At any rate, their entire energy was put into securing publicity advertising. The poor fellow doing editorial work was poor indeed and money spent in securing circulation was a dream. This policy has cost a great deal of money to correct, though at the time it brought in the shekels, for the publisher.

Nowadays, the editorial people find other work to do than to call upon an advertiser to "write up" his lines. The modern editor knows a good deal about the business with which his trade paper deals and is in sympathy with the buying and selling problems of the trade. The same applies to all the outside staff.

The result is the production of trade papers that are really subscribed and paid for and read. The proportion of readers is growing all the time as the papers steadily improve, both in reading matter and advertising.

Things are taking a turn in favor of trade paper advertising, simply because trade papers are proving they deserve it.

Canada is fortunate in having trade papers that are as a class as good as are published anywhere. Competition is decidedly keen in nearly all the fields, bringing out the best in everyone.

Thus it is that more manufacturers and wholesalers are treating trade papers seriously. More men are getting wise to the fact that considering the small investment trade papers are big producers.

WHAT'S DOING AT THE AD. CLUBS

The convention is responsible for the dearth of news from the Canadian Advertising Clubs this month, and it is probable that activities will be considerably curtailed everywhere till the fall.

We have received many words of commendation on the value of this department in emphasing the modern idea of advertising, and it will most certainly be re-started as soon as the clubs settle down to next winter's work.—Editor.

* * *

HAMILTON. Two interesting addresses were given to members of the Hamilton Ad. Club during the month of May before good attendances.

W. H. Lydiatt, of Toronto, introduced by Russell Kelly, President, as the best friend of the club, spoke on "The Art of Display in Type." The chief thing in display, the speaker claimed, was not to dazzle the eye, but in a businesslike way to get a man's attention, and to get him to understand the ad. thoroughly.

Type wasn't the most important thing, for often it was impossible to get the type required.

One of the greatest faults in modern ads. was over display, and many copy writers made the serious mistake of trying to emphasise every word in their ads.

The address was illustrated by a number of excellent stereopticon views.

Ralph Barstow, of Rochester, N.Y., on a subsequent occasion, spoke on "Municipal Advertising."

Conventions, Mr. Barstow considered, were one of the most valuable means of advertising a city, and the 300,000 convention visitors to Rochester last year had left as boosters of no uncertain calibre.

Next to conventions, municipal booklets were of untold value in advertising a city, and their value lay in the fact that they could so easily be distributed throughout the country.

Display advertising was valuable, and should be centred on what the city had to offer in the way of facilities for new industries.

A brilliant future for Hamilton was predicted.

* * *

TORONTO

D. O. McKinnon spoke at the luncheon on May 7th, on "The Misstatements of the Circulation Liar."

The importance of circulation resolved itself into a question of quantity versus quality, and Mr. McKinnon's experience proved that numbers were the smallest consideration in ascertaining the value of a paper's circulation.

The purchasing power of the reader invariably formed the basic value of a paper.

The agencies were at fault, the speaker considered, in laying too much stress upon the number of the papers circulated, while neglecting too often the quality of that circulation. Efficient distribution not mere circulation, was what was wanted.

There were six elements of successful circulation:

1. Number.
2. Probable proportion of readers.
3. How many readers you want to reach.
4. Their class as buyers.
5. The attention the paper merits.
6. The psychological impulse created by the editorial columns of the paper.

A lively discussion followed on the points brought out.

On May 14th luncheon resolved itself into a beauty send off to the Toronto Delegates to the Dallas Convention.

The club unanimously agreed to instruct its delegates at large not to support the motion to be brought forward at Dallas to limit the membership of the Associated Ad. Clubs to those actually engaged in buying advertising.

W. H. Lydiatt introduced the subject, and Messrs. Ashley and Fitzpatrick and others spoke in unmistakable terms of what they considered unjustifiable selfishness on the part of a small minority.

* * *

On May 28th the members welcomed back from the convention, President McDiarmid and several other delegates who had not been able to make the tour of the state of Texas.

The President explained that the political tactics which had enabled Baltimore to land the 1913 convention, would be of no avail in future, as it had been decided to re-organize the association so as to do away with these spectacular fights.

He explained that an Executive Committee had been elected with power to decide where future conventions should be held, and it was declared amid applause,that Toronto could have the convention in 1914 if it cared to accept the offer of the Executive Committee. C. H. Ashley, W. G. Rook, J. F. MacKay, F. Mutton, Adam Lewis, and C. Hannon, also spoke in the same strain.

* * *

QUEBEC

A. B. Ware, President of the Ware Company of Canada, addressed the May monthly meeting of the Quebec Ad. Club on "Poster Advertising."

His address was a masterly presentation of the case for billboard advertising, and emphasis was laid on the fact that it does not pay to advertise spasmodically.

Outdoor advertising had been the starter and preserver of successful advertisers in many lines of business.

K. S. Fenwick, President of the Quebec Ad. Club, voiced the feelings of the members by proposing a hearty vote of thanks to the visitor.

* * *

THERE was a merchant in a town, who was not wondrous wise; he vowed that he could get along and never advertise. His rivals now are all convinced that advertising pays, for he was forced to get along in less than ninety days.

MEN AND MEDIA

THE new plant of *The Herald* at Stratford is well worth mention in our columns.

ECONOMIC ADVERTISING recently visited this plant, housed in a building of brick and cement 21 x 90 feet, the offices being finished in natural wood, and certainly do credit to any institution.

The most striking feature, however, is the way in which each department is laid out, so that those employed will have the best of light and fresh air. The dingy, dirty rooms, with which one naturally associates a printing office, are gone, and in their place we find, bright, airy, clean rooms, pleasant to work in. Up-to-date machinery both in the composing and press rooms is laid out so as to give those employed plenty of working room.

Obnoxious features, common to most printing offices, such as newsboys overrunning the business office, have been eliminated by the arrangement of a special stairway to the basement, where the papers are distributed.

Mr. W. S. Dingman extends an invitation to journalists and advertising men, when in Stratford, to call and see this plant. A visit to the *Herald* plant will convince the dubious that the provincial press is making rapid headway in printing shop efficiency.

* * *

THE Canadian National Exhibition to be held this year from August 24th to September 9th, inclusive, forward a complete list of prizes and premiums offered for the best live stock, implements, educational exhibits, and women's work on a more generous scale than ever before.

An aggregate of no less than $55,000 is offered in prizes for competition, and entries close at the City Hall, Toronto, on August 15th next.

Copy of the prize list will be forwarded to any address on request. * * *

THE Annual Meeting of the Canadian Billposters' and Distributors' Association was held at the Invererie Hotel, Port Stanley, on May 24th and 25th, the President, H. A. Williams of Montreal, occupying the chair.

There was a large attendance from all over Canada, including delegates from Halifax and Victoria.

The election of officers resulted as follows:—President, H. A. Williams, Montreal; Vice-President, Geo. H. Belton, London, Ont.; Secretary-Treasurer, W. W. Scane, Chatham; Directors, E. L. Ruddy, Toronto, A. B. Ware, Montreal, E. C. Gould, Midland, and Walter Stocker, Peterboro.

It was decided to change the name of the Association, and in future it will be known as the Poster Advertising Association of Canada.

* * *

"Select Schools" is the title of a booklet received, advertising the peculiar fitness of the Century Magazine of New York, to carry high-class school advertising.

The arguments are convincing and appeal to those who can afford something better than a public school education for their sons and daughters, while the illustrations and general get up are superior to anything we have seen for a long time.

Our congratulations to the designers, writers and printers of this booklet.

* * *

An interesting booklet reaches us from the New York Times

A Toronto Kiltie in Dallas

giving a history of that representative American daily from its inception in 1851.

The booklet is really a history of the press of the states in the period of its greatest development, and incidentally celebrates the Time's sixtieth anniversary.

* * *

Our contemporary, "Advertising and Selling," the well-known New York monthly, appears in June issue for the first time in a new size, 10 by 12¾ inches.

The change has not been made without considerable thought, and it is claimed that thereby advantages will be gained in convenience, appearance, reproduction of photos mailing, and advertising value.

We await the results of this innovation with interest.

* * *

Welland Board of Trade, at a meeting held on May 9th, passed a resolution condemning deceitful ads. particularly real estate ads. in their own vicinity.

A live town like Welland should most certainly have little difficulty in forming an active ad. club, seeing that the sentiment, for which the ad. club movement stands, already exists there.

* * *

At the monthly meeting of the Graphic Arts Board of Trade of Toronto, interesting talks on insurance were given by Mr. C. D. Cory, adjuster, and Mr. E. L. McLean, of McLean, Szeliski, and Stone. Short addresses were given by Mr. Clarence James, of Lyon and James, and Mr. Chester B. Ames.

* * *

The striking prosperity of Western Canada is again emphasised by the circulation statement of the Winnipeg Free Press for March which claims to be the largest daily newspaper in Canada.

* * *

Frank. H. Rowe has resigned his position as advertising manager of the Canada Cycle and Motor Co., Limited, to take charge of the Promotion Department of the E. L. Ruddy Co., Limited, Toronto.

Fall Advertising Campaigns And
The Evening Telegram

EVERY advertiser, whether manufacturer or retailer, is already looking ahead to Fall Business with a confidence in the prosperity of Canada, and trade in general, that is unshakeable.

New industries and the development of those established call for broader channels of trade, new selling plans, increased representation and

Larger Advertising Appropriations

No advertiser can afford to miss telling his story to the readers of The Evening Telegram, who have both the money and the inclination to spend it.

A circulation record of twelve years places **The Evening Telegram** fourth on the list of Canadian newspapers.

CIRCULATION

68,418

Take this into consideration when making up your Fall appropriation.

Rates and Particulars upon Application to the Advertising Manager

The Globe

TORONTO

Brand Your Goods

If you put a "brand" or "trade-mark" on your goods and advertise it your trade is assured. You are not at the mercy of the dealer who finds another line more profitable to himself.

The successful manufacturer is he whose goods are known to the public and are called for by them. Some goods are so called for. You can run over a score of "brands" yourself that are known to all.

Are Your Brands Known?

Are your products in that class? Those familiar brands of knitted goods, stoves, pianos, flour, clothing, are they yours?

If not you are losing a great opportunity, now when purchases are free and business is good, if you do not fix YOUR brand in the minds of the public. Make the people think of your "brand" as the expression of all that is good and serviceable and reliable in your line.

Advertise in "The Globe"

Advertise your "brand" in "The Globe" and reach fifty-eight thousand families daily. Let us discuss it with you.

CANADA'S NATIONAL NEWSPAPER

JULY—1912

Economic Advertising

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WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING, TORONTO, CANADA

Nothing Succeeds Like Success

Notwithstanding the cold, wet, unfavorable weather conditions prevailing throughout the month of May, the

TORONTO DAILY STAR

surpassed all May records in advertising patronage, and in circulation

DAILY AVERAGE FOR MONTH OF MAY WAS

79,739

¶ Advertisers cannot cover the city of Toronto nor the Province of Ontario without The Star. Here are facts to remember.

¶ Third largest circulation in Canada.

¶ Largest circulation in Ontario.

¶ As much circulation in its own city as any two papers combined, with one exception.

Monthly Magazine published in the interests of Canadian Advertisers

Economic Advertising

ADVERTISING RATES

	1 month.	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

Vol. 5. Toronto, July, 1912. No. 7

STRAIGHT TALKS

LIFE INSURANCE ADVERTISING

FREQUENTLY we have had occasion to remark on the paucity of good life insurance advertising. We can think of no subject which lends itself so readily to the facile copy writer's pen as that of life insurance, yet our dailies and monthlies, if they carry life insurance ads. at all, carry mere white space, or at best, present to the public the latest balance sheets and names of the splendid directors.

A presentation of the possibilities offering gathered from a speech by R. F. Parkinson, of the *Evening Journal*, Ottawa, before the Life Underwriters' Association of Canada, at Ottawa, will certainly be interesting to our insurance friends.

Life insurance is essentially a form of social service, and of all lines of commercial endeavor it has been given the least co-operation through the medium of modern advertising.

Advertising is of supreme importance as a means of creating demand on the part of the public for the protection afforded through life insurance. This is a voluntary demand—by developing a sentiment in its favor, in order that the average individual will seek life insurance instead of having it forced on him, as is the case so frequently to-day.

Advertising will tend to make the public more responsive to the solicitations and arguments of the life insurance representatives, and will assist in removing that feeling of indifference which characterizes such a large number of prospects when approached upon the

50,000 Circulation

that is the guaranteed and sworn daily circulation of "La Patrie." These people can be reached in no other way for this circulation is exclusive and not duplicated by any other French daily. Most advertisers realize this and are talking night after night to these people who have wants and the money to buy them with.

The National Drug & Chemical Co. of Canada know the vital importance of using La Patrie and are spending thousands of dollars for the privilege of talking to our readers.

La Patrie

50,000 Circulation Daily nearly 60,000 Saturdays

TORONTO REPRESENTATIVE

E. J. GUY -:- -:- -:- Canada Life Building

subject of life insurance. This indifference can be traced in many instances to the innate selfishness of men, proof of which can be seen in the fact that these same men take advantage of every opportunity for insuring their property, their business, and their crops from loss by fire or unfavorable weather conditions.

When it comes, however, to providing provision for the offspring for which they are responsible, these same men are often the worst responders in the world.

When we come to discuss the question of personal solicitation in life insurance as compared with the solicitation in the printed form of advertisement we can see at once how the insurance company can speak to the public through an advertisement in a more definite, convincing and personal way than the representative can adopt in a personal interview. For example, an insurance salesman would have to be either exceptionally diplomatic, or extremely well known to the prospect personally before he would approach the latter, and personally request him, "Not to force his widow to marry again," or ask, "Will your widow wear as good clothes as your wife?"

Nevertheless, these statements can be made in an advertisement without causing any embarrassment or resentment, and such suggestive headings will tend to create a train of thought in the mind of the reader which may induce him to enquire voluntarily for life insurance, or at least cause him to listen in an interested way to the next interview on insurance.

The importance cannot be over-emphasized of insurance representatives studying the individual circumstances surrounding each prospect, and submitting a definite, concrete proposition instead of devoting so much attention to discussing the theory of life insurance. The great majority of Life Insurance Companies both in Canada and the United States, from figures to hand, have not yet realised or appreciated their responsibilities to those dependent on them.

Never before are conditions as favorable for advertising the benefits of life insurance as the present, when among the Parliaments of the world, legislation embodying a kind of fraternal benevolence is very generally in evidence.

THE COPYRIGHT LAW

A recent decision in the States is of much interest to Canadian advertisers.

In the Southern District Court of New York, action was brought by the Coca-Cola Company of Atlanta, to restrain a New York firm from bottling and selling soft drinks claimed to be a colorable imitation of their product.

It was claimed that not only were the stoppers, bottles, and labels of the rival concern of sufficient similarity to those of the Coca-

CHARACTER— QUALITY— CIRCULATION

are three qualities which if possessed by any publication commend themselves to the careful buyer of space. These qualities the CANADIAN COURIER has to an eminent degree.

We believe that the CANADIAN COURIER has developed "Character" to a point where it more nearly represents Canadian national feeling than any other publication in the Dominion.

The high "quality" of its special articles, editorial views, news and illustrations is an outstanding feature which is generally recognized.

In "Circulation" the CANADIAN COURIER is pre-eminent in its field in Canada. It guarantees and swears to a circulation of more than 25,000, which is the largest circulation of all the nationally circulating periodicals and magazines published in Canada.

Its outstanding merits demand for the CANADIAN COURIER consideration in connection with any campaign purposing to cover Canada.

A copy of our sworn statement of circulation, distribution, rates, etc., on request

The Canadian Courier

12 Wellington St. East

TORONTO, ONTARIO

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1911, 2,347,656

Weekly Average, 45,135

Hamilton Newspaper Union

Hamilton, Canada

Cola Company to be indistinguishable from them at a distance, but it was also sought to prevent the New York Company from copying the color of the Coca-Cola liquid in the beverage they were putting on the market.

Judgment in every instance except the last went in favor of the original company, and it was also decided that the peculiar script which the Coca-Cola Company have used since its inception, constituted a distinctive part of the label to which the plaintiffs had exclusive right.

But the Judge, we think, was entirely right in his decision when he maintained that it was impossible to allow manufacturers to appropriate colors to their exclusive use.

Endless confusion, he thought, would, in such a case, ensue, and a manufacturer of a liquid drink had no more exclusive right to a certain color than had the makers of any particular grade of butter to a certain shade of yellow.

We are not aware if such a case has ever arisen in the Canadian Courts, but it is interesting as showing the enormous value that manufacturers place on the trademarks and other features of their proprietary articles.

THE MAN ON THE ROAD

A vital question which concerns all manufacturing concerns is the question of the amount of advertising they should expect their travellers to do while on the road.

Many manufacturers have come to the conclusion that leaving the distribution of advertising matter to the traveller is poor policy.

Travellers for most firms have their hands full, without being saddled with advertising matter to distribute.

Concerns which insist on their travellers dressing windows, distributing booklets and tacking up street signs, in addition to selling their goods, cannot expect to get the very best results from their men. We know of one traveller who has to carry each week between fifty and one hundred pounds of advertising matter.

This man is expected to instruct the retailer in his business, give out booklets, arrange store window displays, tack up metal street signs, in addition to selling a stated amount of goods.

By Wednesday of each week, he is tired out, having lost all interest in his real work of selling goods, and is just longing for Friday eve to come.

The tendency of the present system is to make the traveller dishonest.

An instance, an isolated one we hope, which came under our notice was that of a traveller who starts out each week with 250

WINNIPEG HAS NO DOG DAYS

During the summer months the tide of business in Winnipeg maintains its strength. Almost before summer is here the great Winnipeg Industrial Exhibition is in full sweep—from July 10th to 20th.

After the Exhibition, business has received such a stimulus that it forgets all about DOG DAYS.

THE MANITOBA FREE PRESS dominates the field in the West, with the largest circulation west of Toronto, 60,212 daily.

Used in company with the smaller dailies of the growing cities of the plain, it is possible to cover the field closely without waste of effort and money by overlapping.

Any Canadian advertising agency is competent to submit estimates and work out plans for such a campaign, valuable alike to all lines of trade.

EASTERN CANADIAN REPRESENTATIVE

W. J. GUY, Canada Life Bldg., TORONTO

booklets, costing in the neighborhood of 10 cents apiece, which he religiously burns in the hotel furnace at his first stop.

This certainly looks as if the traveller had set out to cut his own throat, for the advertising to be gained from the efficient distribution of the booklets could not fail to increase his sales in any particular locality. But he takes a chance rather than be saddled with the advertising matter.

But apart from this, the loss by the manufacturer must be very considerable, and it is a moot point whether it would not be advisable to send these booklets through the mail with a government guarantee of certain delivery rather than chance their distribution by the other method..

It is foolish, however, to suppose that the traveller cannot become an important factor in making the advertising appropriation bring results.

And, perhaps the greatest help which the traveller can give to the advertising manager lies in the many practical suggestions and sound working ideas he is bound to pick up on his travels if he keeps wide awake.

These ideas, based on exact knowledge of existing sales conditions, are sure to bring results, and truly the advertising manager is wise who cultivates the traveller.

The most profitable course, we think, is to cultivate the traveller and get his ideas, but in order to get the best possible results from him as a selling machine, he should not be overloaded with delivery boy's work.

Selling goods is strenuous mental as well as physical work, and it is obviously unfair to increase unduly the physical strain by such methods as we have indicated.

THE PUBLISHER'S RESPONSIBILITY

Herbert S. Houston of Doubleday Page and Co., Garden City, whose splendid work as chairman of the Educational Committee of the Associated Ad. Clubs of America, has already had such far-reaching effects, deserves the heartfelt thanks of every Canadian advertiser endeavoring to find the straight and narrow way of honesty and to follow along this path with a singleness of purpose.

In a recent address he mentioned a few cases where concerted action by the honest men of the fraternity had, partially, at any rate, bettered conditions, and we would like to draw attention to one or two of them.

At Atlanta, a firm of newcomers came out with a full page announcement of dollar woollen underwear at nineteen cents, the condemnation of the factory building in Brooklyn being given as the reason for this extraordinary bargain.

A PRINTER'S TALE

Plant	1906	One monoline, one good cylinder press, two platens, one stitcher, hand-power bindery.
	1909	Two linotypes, two Miehles, one Cottrell, four platens, two stitchers, power cutter and folder.
	1912	Three linotypes, two monotypes, full type equipment, six Miehles, one Cottrell, six platens, one Falcon, complete modern bindery, running two shifts a day.
Service	1906	Nothing doing.
	1909	One salesman, one designer.
	1912	Complete department, salesmen, designers, artists and copy men on our own payroll. Capable of producing a complete work of any size.
Customers	April 1906	Fourteen small customers.
	April 1909	Forty-three customers, ninety-three orders.
	April 1912	Sixty-nine customers, with a total of one hundred and ninety-seven orders. Smallest order seventy-five cents. Largest order more than twenty-six hundred dollars.
Price	1906	Same as most other printers—guessed at.
	1909	Based on fairly accurate cost system.
	1912	Best possible in a good shop running at high pressure. National Cost Congress system used. Profit moderate but certain. Prices higher than many but lower than others.

Acton Publishing Co., Limited

TORONTO:
1229 Queen Street West

MONTREAL:
Coristine Building

Jules B. Schloss, a local ad. man, had his doubts, and on enquiry found no such firm existed in Brooklyn.

Moreover, he had goods bought at the store, and found that instead of being all wool they were all cotton. He immediately swore out a warrant for the arrest of the principals for fraud, being assisted in the prosecution by the ad club of Atlanta.

Through a technicality, the prosecution failed, but the dishonest dealers quickly put up their shutters.

Another case occurred in the boot and shoe trade.

Frequently a full range of men's and women's sample shoes in all sizes is offered at bargain prices to clear.

We are informed that sample shoes are only made in one size for men and in one size for women, so that it is easy to understand how simple it is under the cover of this specious reason to foist shoddy goods on the unsuspecting public.

Piano advertising with its coupon prize schemes and other forms of attracting the unwary has become a menace not only to the pockets of the public, but to those of legitimate dealers also.

It is certainly easy enough to fix the price high enough on a second-grade instrument to compensate for any fictitious discount offered, and few buyers are competent to tell a good instrument from a bad one until the wear and tear starts to talk.

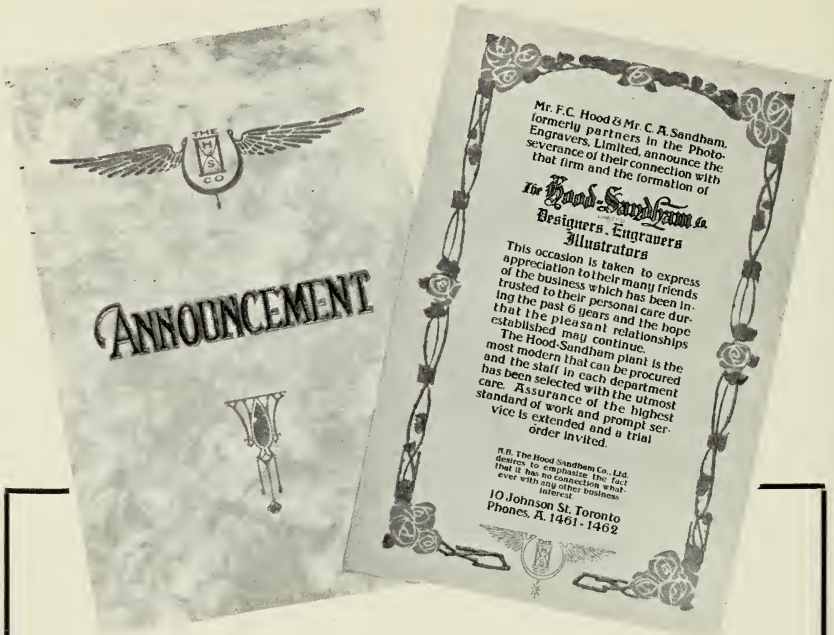
There are few of our readers, we venture to think, who, at some time or another have not been the victims of a "Get-Rich-Quick" mining or land scheme, and the sorrow and loss following the investment of hard-earned dollars in such propositions was vividly depicted by Mr. Houston.

In a large measure publishers and newspaper proprietors have themselves to blame for the incalculable damage which such advertising does to their journals—for the lack of care which they show in accepting such publicity.

Our great national advertisers are becoming more and more careful of the company they are keeping, and it is no unusual thing nowadays for them to discard those papers which publish medical, fake or doubtful advertising, or at any rate, to refuse to pay for any publicity which appears on the same page as this questionable stuff.

It is axiomatic to state that confidence is the very foundation stone of advertising, and it is equally true to say that all advertising which in any way can be construed as fraudulent or misleading tends to destroy the public confidence in every other form of publicity.

Mr. Houston has been thought by many to be trying to establish too much. As his partner, Mr. Page puts it, "No publication is stronger than its weakest advertisement"—the editorial sheep cannot be divided from the advertising goats.


ANNOUNCEMENT
Mr. F.C. Hood & Mr. C. A. Sandham, formerly partners in the Photo-Engravers, Limited, announce the severance of their connection with that firm and the formation of
The Hood-Sandham Co.
Designers, Engravers
Illustrators
This occasion is taken to express appreciation to their many friends of the business which has been in-trusted to their personal care dur-ing the past 6 years and the hope that the pleasant relationships established may continue.
The Hood-Sandham plant is the most modern that can be procured and the staff in each department has been selected with the utmost care. Assurance of the highest standard of work and prompt ser-vice is extended and a trial order invited.
N.B. The Hood Sandham Co., Ltd. desires to emphasize the fact that it has no connection what-ever with any other business interest
10 Johnson St. Toronto
Phones, A. 1461 - 1462

The Hood-Sandham Co.
LIMITED

DESIGNERS ∴ ENGRAVERS ∴ ILLUSTRATORS

10 Johnston Street, Toronto

IN announcing the start of our new firm at the above address, we feel that our several years of practical experience in the engraving business, and the thoroughly up-to-date efficiency of our plant and staff, justify us in guaranteeing the highest quality of work in every department.

To friends who have favored us with orders in the past it is only necessary to say that we will give them the same treatment as heretofore.

To prospective customers we guarantee quality of execution, promptness in delivery and moderation in price, coupled with our personal attention to their orders.

F. C. HOOD □ 10 Johnston St., Toronto □ C. A. SANDHAM

The publisher who carries fraudulent advertising assumes a double responsibility.

He becomes a party to defrauding his readers, and it makes him a party to defrauding his honest advertisers.

The successful publisher has to thank his advertising—advertising to be successful must be honest—ergo, the publisher's success depends on honest advertising.

Mr. Schermerhorn's description at the recent convention of the success of his experiment of installing an advertising editor—a man whose O.K. on the suitability or genuineness of every ad was final—was a remarkable proof of what can be accomplished by the publisher who looks this question fair and square in the face.

Laws may be formulated for the suppression and punishment of fraudulent and misleading advertising, but the man who can do most—whose duty it should be to assume most of the responsibility—is the publisher.

Economic Advertising is heartily in accord with the policy of *Printer's Ink* and with the action of the committee of which Mr. Houston is chairman.

The first thing to be done obviously is to get the whole strength of the Ad. Club movement which stands for the elimination of the fake and fraudulent, working together for cleaner publicity.

A number of our publishers have already fallen into line—many more are half convinced—and although the millenium is not yet indications point to a general clean up in the near future.

To *Printer's Ink* we are indebted for the excellent report of Mr. Houston's speech, to which we did not have the good fortune to listen.

SEARCH FOR THE HUMAN INTEREST SIDE OF WHAT YOU ARE SELLING

What are the problems, the needs, the thoughts, of the people you are trying to reach? If you can answer this, you should be able to get the point of contact. When you can arouse motive, can awaken desire, then you can talk about your goods, but remember that it is the service of the adding machine that draws purchasers—not the mere machine. The housewife is buying relief from drudgery when she buys a washing machine. The correspondence school is selling success— not courses of study. In each case, the thing to be sold is only a means to an end; it is not the thing that awakens motive. Of course there are products the usefulness of which is so well recognized that they sell themselves on merit, but a sharp distinction should be made between products of this class and those for which motive must be stirred up.—*Printer's Ink.*

¶ *The Toronto Daily and Sunday World have a combined circulation of more than*

118,000

¶ *You can get immediate, direct results from an advertisement appearing in both papers.*

FAULTS OF TIRE ADVERTISING

By Austin Addison Briggs, Advertising Manager, Dunlop Tire and Rubber Goods Co., Limited, Toronto

THERE seems to be an idea lying around loose that tire advertising hasn't got a "punch" to it. The notion is usually ensconced in the brain cells of those outside the tire business. People in the industry fully realize that it is well-nigh impossible to standardize tire publicity while the tires themselves are made of rubber and while—as is the case with few other businesses—the consumer reaps immediate benefit from every drop in prices of raw materials. The first condition makes the conscientious advertiser cautious in his claims, and the second condition automatically places his advertising somewhat in the class of an announcement maker.

Critics of tire advertising as a whole seem to overlook the fact that tires are, and always will be, an accessory pure and simple, that some other article—an auto, a truck, a motorcycle, a bicycle—must be sold before there can be any request to see the tire man. No better evidence of the disparagement existing between the main article and the accessory thereto can be found than in the readiness with which sporting editors will pass copy stating that such and such a car won such and such a race, while the same editors will "blue pencil" the name of the tire on the winning car.

Tire makers, in the main, have to pay for all they get from publishers, which is probably a desirable condition of things because it makes most of these manufacturers see the necessity for stipulating a good-sized advertising appropriation. Alas for ye press agent!

It is not altogether appreciated by advertising men in general that the tire manufacturer, as far as the automobile and motorcycle end of the business is concerned, has perhaps a better grasp of just who his consumers are than has any other general advertiser. The licenses issued, and the printing of the names of the owners of same by the government, give ready accessibility to the whole field. Hence, it is reasonable to suppose that most tire advertisers are centering their attention on consumer prospects by the direct as well as by the indirect route.

Then, too, a great number of tire advertisers have representatives who actually call on the consumer, because a tire sale involves enough money to make this personal kind of solicitation profitable.

So we see here that tire advertising in the press does not have to be as powerful a factor in the matter of making a sale as does the advertising on behalf of some other lines of manufacture. As a matter of fact, the general public and the general run of critics, have very little idea of what is

What the West Offers as a Market

British Columbia The home of the great Timber Limits, Large Mills and Woodworking Plants which command the admiration of the world. The finest and most prosperous fruit farms to be found anywhere.

Alberta, Saskatchewan, Manitoba "The Prairie Provinces." The greatest grain growing area in the world: the Mecca of 500,000 new settlers this year. Harvested In 1911 a grain crop valued at $250,000,000. Conditions most favorable for the biggest crop in the West's history this year.

Northwestern Ontario From the twin ports, Fort William and Port Arthur, west to the Pacific Ocean, remarkable development is to be seen everywhere. "The Head of the Lakes," country is keeping pace with the rest of the West in rapid but substantial development.

Building Operations West of the Great Lakes in Canada, building and construction is being carried on to such an extent that more than $90,000,000 will be spent along this channel alone during 1912.

Western Lumberman
Representing the Lumbering and Woodworking interests of British Columbia, Alberta, Saskatchewan and Manitoba.

Covers the Lumbering and Woodworking Interests Thoroughly

WESTERN CANADA CONTRACTOR AND BUILDERS' GAZETTE

Read by 85% of the Architects, Builders, Contractors and Municipal Clerks in the Four Western Provinces

THE COMMERCIAL
The Western Canada Dry Goods, Boots & Shoes, Grocery & General Store Bulletin

Read by more Western Retail Merchants than all other Trade Papers combined.

Manufacturers and Wholesalers of Eastern Canada will be called on to supply a bigger demand than ever from the West this year.

Keep in touch with this great field by placing your advertising in the only journals of their kind edited, printed and published in Western Canada.

VANCOUVER, B.C.
80 Hutchinson Block

Branch Offices
TORONTO, ONT.
220 King St. W.

MONTREAL, P.Q.
119 Board of Trade

Write nearest office

THE HUGH C. MacLEAN CO. Limited

Publishers **Western Canada Contractor** (Monthly)
Western Lumberman (Mthly.) **The Commercial** (Wkly.)

Travellers Building
WINNIPEG

really transpiring in the advertising departments of most tire concerns. All the critics know is what they see in the press. All the public know is what they read in the press. Yet some big campaigns have been put on in which not a line of copy ever appeared before the public eye. The ads. would be set up, printed on large sheets, and, with certain enclosures would be mailed direct to the auto owner.

Of course, the postage is an item, but when a man who owns an automobile will fill in an enquiry postcard and mail to the tire maker the chances are all in favor of believing that man means business. Therefore, individualizing him as a prospect is warranted.

So that tire advertising directed to get replies is ofttimes a very profitable pursuit—certainly, always an interesting one. A traveller can tuck, say, ten postcards in his pocket and go out and sell eight of these "interested" car owners. Even the other two wouldn't necessarily be triflers; they are a wee bit over-cautious, that's all, and may come around later.

It must not be thought from the above statements that the leading tire makers are doing a mail order or direct-to-the-consumer business. Far from it. Sales wherever made by the manufacturer's travellers are invariably credited to the garageman named by the car owner as his dealer. In many cases the traveller merely takes the prospect over to the garageman and sees the sale consummated before his own eyes.

We have said that both the critics of tire advertising and the public in general have small conception of what function the advertising department of a tire maker conforms. We can just as truthfully say that the same public and the same critics are not

TIRE TRUTHS

No. 4.—No Other Tire Made in America Has a Single Feature Not Adequately Represented in Dunlop Tires

The first tire feature of any kind was the Pneumatic principle—A Dunlop idea.
The second feature was the Quick-Detachable principle—A Dunlop idea.
The third feature was the Straight Side principle—A Dunlop idea.

Not since we perfected the Straight Side type of tire, has there been a single improvement in tire-making (there has been improvement in the rims), until 1912 when we introduced Dunlop Traction Tread—the real Anti-Skid.

DUNLOP TIRES
SEAL OF QUALITY
AUTOMOBILE

(Instead of vulcanizing a separate tread onto the Dunlop Traction Tread proper—as in the case with all other non-skid tires made in Canada—we build those Anti-Skid corrugations into the completed tire by a series of iron moulds.)

Remember the THREE STANDARD TYPES of Tires are These:
Straight Side Quick-Detachable Clincher Solid-Rim Clincher

We Were the First Company in Canada to Make All Three.

Beware of advertisers who talk one of these types only—that's a sure sign they cannot successfully make the other types.

Dunlop Straight Side Type — Dunlop Quick-Detachable Clincher Type — Dunlop Solid-Rim Clincher Type

Dunlop Tires are LARGEST by Actual Test
Dunlop Tires Never Rim-Cut by Actual Experience
Dunlop Tires Outsell All Others by Actual Count

DUNLOP TIRE & RUBBER GOODS CO., LIMITED
Head Office and Factories, - TORONTO
BRANCHES: Victoria, Vancouver, Nelson, Edmonton, Calgary, Regina, Winnipeg, London, Ont., Hamilton, Toronto, Cobalt, Ottawa, Montreal, St. John, N.B.

much better posted in the knowledge appertaining to the tires themselves. Let one of these fellows who is supposed to have his ear to the ground—and to have soaked in a great mass of general knowledge through contact with manufacturers—stroll into your den to sell advertising space, and the chances are 100 to 1 if you

People and Papers Worth While

are those in Rural Ontario.

The people live less hurriedly and take time to read their local weekly thoroughly.

The papers seldom exceed eight pages—a size that invites such thorough reading, and they have very little competition.

Advertising in such papers pays. It gets the intelligent attention of those whose tastes for modern things increase, and at the same time possess the necessary purchasing power.

Include our list in your next schedule.

THE WILSON PUBLISHING COMPANY
73 West Adelaide St., TORONTO

THE
Homestead
ESTABLISHED JANUARY, 1908
Published in Edmonton, Alberta

THE only agricultural weekly in Canada published west of Winnipeg. Twenty-four pages of live matter every week.

The Homestead has a paid in advance circulation in excess of 8,000 among the farmers in northern Alberta and northern Saskatchewan. It carries no delinquents.

The greatest agricultural development in Canada is now in progress in those sections where **The Homestead** has the largest circulation. **The Homestead** is following the wave of humanity now rolling west and north. It reaches those farmers who are outfitting and home-making.

Advertising rates on application
SUBSCRIPTION
$1.00 PER YEAR IN ADVANCE

Address all inquiries to
THE HOMESTEAD
Suite 7, Merchants Bank Chambers
Edmonton - Alberta

show him a tire advertisement containing untenable claims, without any comments of your own, he will accept the statements made by your competitor as gospel truth. Then, assuming the attitude of a mentor, will urge you to get your advertising to the same order of efficiency—and use the ideal medium!

The truth is, this so-called critic hasn't even sufficient familiarity with the first principles of the tire industry to be able to weigh up causes or sift out contentions. When we consider this buying innocence of the men presumably well-posted on most lines of endeavor, and reflect further that the mass of the purchasing public are in a greater maze still, we are inclined to treat as hollow those hackneyed claims so often made that this successful campaign and that successful campaign show conclusively that the facts came, saw and conquered the public. If the public were really conquered it was not facts but fiction that did the trick.

It is to be expected that as the tire industry expands, general knowledge applying to it will expand also. But if tire advertising which has a "punch" that strikes below the belt is really successful isn't that the worst argument that any man could advance in favor of quality, reliability, honesty, not only in the goods but in the presentation of them?

Advertising agencies who lay out "peculiar" campaigns for tire advertisers must have a great glow of self-satisfaction at thus befouling their own nest. No one can complain at a corporation for selling its knowledge of marketing conditions, or its service, but to sell the A B C of how to deceive those whose faith in the printed word have largely made modern business what it is, is no creditable accomplishment. It may require a certain order of ability, but the greater the ability the greater the crime of prostituting it.

The class of advertising to

TIRE TRUTHS
No. 6.—We Manufacture Tires—Not Arguments
Any Type of Tire You Want at Dunlop's
Dunlop Quality Only Found in Dunlop Tires
DUNLOP TIRES
SEAL OF QUALITY
AUTOMOBILE
Dunlop Tires are LARGEST —by Actual Test
Dunlop Tires Never Run-Cut—by Actual Experience
Dunlop Tires Outwell All Others—by Actual Count
We Never Dictate What Tire You'll Take
Pay For Service and Get It That's the Point
Remember the THREE STANDARD TYPES of Tires are These:
Straight Side
Quick-Detachable Clincher
Solid-Rim Clincher
We Were the First Company in Canada to Make All Three
Dunlop Tire & Rubber Goods Company, Limited
HEAD OFFICE AND FACTORIES - TORONTO

which we refer originates in, and emanates from, nowhere else than advertising agencies. It is not a pen picture of the goods nor anything close to it. Yet this brand of advertising is regarded by some of the so-called critics as the acme of snap and shrewdness. Because the tire business has been treated to the most conspicuous example of this "peculiar", advertising the critics have hinted

YOU NEED THIS MAP

Every advertiser at present doing business in the Province of Quebec, or contemplating doing so in the near future, should secure a copy of our latest circulation map, showing how to cover Quebec Province thoroughly, at the lowest possible cost commensurate with satisfactory results.

This map shows circulation of LA PRESSE by counties, at a glance enabling the advertiser to follow his copy with dealer literature, without the waste due to mis-fires.

ONE OF THESE MAPS WILL BE MAILED UPON REQUEST TO ANY READER OF "ECONOMIC ADVERTISING," PROVIDING APPLICATION IS RECEIVED BEFORE THE LIMITED QUANTITY IS EXHAUSTED. BETTER WRITE TO-DAY FOR YOURS.

Promotion Department **LA PRESSE** MONTREAL CANADA

Ontario and Western Canada Salaried Representative
HENRY W. KING Tel. Bldg., 76 Adelaide Street West Toronto, Ont.

BALLOON ADVERTISING

Some advertisers are like the woman who bought a cocktail to get the cherry.

Instead of buying real advertising value they buy a lot of the stuff which sends balloons up, and has little productive merit.

The LONDON FREE PRESS circulates **31,000** copies daily, among a class of educated and intelligent people who have the money and who buy advertised goods extensively.

These are the people to reach.

They will buy your goods if you tell them what you have—and why they should have them.

DO IT NOW! ADVERTISE!

Special Booklet on Advertising sent post paid on request.

THE LONDON FREE PRESS

Edgar J. Guy, Representative, Canada Life Bldg., - TORONTO
Elmer Wilson, Hartford Building - - - - CHICAGO
Perry Lukers, Jr., Tribune Building - - - NEW YORK

that tire advertisers who stick to the old honest way are "dead ones." Those who know the facts are fully aware that this so-called shrewd advertising has disgraced not only the tire business but the advertising profession.

No advertiser has a right to get between public ignorance and competitive dignity, take general facts applying to a line of business and appropriate them to himself in such a sly, bumptious manner as would indicate that he had a monopoly of them. He must know that that kind of "putting it over" will sooner or later be classed with knocking the crutches from decrepit old women or picking the coppers from dead men's eyes.

In the modern craze for a point around which to build a feature talk the new school of advertising knows no stopping place. Proselytes of it even knock their own past in order to boost their present, as if 1912 wouldn't be a "past" some day. They even tell you—supposedly—what their profits are. They even fake sales figures—take the total sales of the United States and Canada and print them in Canada with the idea of deceiving the Canadian novice into believing that the sales apply to the Dominion only. The joke in the affair is the ignorance regarding Canadian conditions, because when a concern advertises that they have sold more goods than could possibly be used in Canada since the industry commenced—and that, mind you, is allowing them all the business—doesn't it make you feel as if some advertisers were getting awfully close to the gunpowder barrel.

It may be true, as has been claimed, that tire advertising in general has not as much "punch" or "reason why" as it ought to have, but tire users are safer in the hands of those tire manufacturers who have probably erred on the side of too little advertising aggressiveness than they are in the hands of those tire advertisers who have allowed themselves to be exploited by American advertising agencies, that they, in turn, might exploit the public.

TRADE MARK AND DISTRIBUTION

HAS it occurred to you to look ahead at the tremendous advance which must take place in daily newspaper advertising?

As long as you consider advertising just as "advertising" the scope of your mental vision is narrowed and the horizon of your outlook is near by. When, however, you consider "advertising" merely as one most necessary factor in the many units entering into the great structure known as marketing, your view of future selling methods is greatly broadened.

For instance, take the much discussed question of trade-marks. It used to be and in some quarters still is the fashion to think that all that is necessary to a successful

THE SUMMER SEASON

attracts yearly many thousands of tourists to Montreal, affording a vast volume of trade for the wide-awake advertiser.

The Gazette - Montreal

is the one paper to reach this valuable field because it is

THE ONLY ENGLISH MORNING DAILY

in the metropolis and its high-class circulation exerts a powerful influence on the money-spending classes.

The Gazette Printing Company, Limited

PARIS

Paris, Canada, is the best town in the Dominion to live in, the best town to advertise in and the Review is its best read paper. Keyed advertisements will prove results and make business for both of us

Our charge for space is what the space is worth—no more, no less.

THE WINDSOR RECORD

(DAILY AND WEEKLY)

serves a constituency of 60,000 people in the garden of Canada.

It is the only advertising medium covering this desirable field.

John A. McKay, Publisher

selling campaign is a "trade-mark" on a good product, and all the advertising that can be bought in "nationally circulated" mediums.

But another factor has crept in; it has always been present, but, in so many cases has been overlooked or disregarded that it may almost be considered as new. I refer to the question of distribution, and, after considering it, there is still a wheel within a wheel, namely, *co-operation in distribution.*

A number of light-minded gentry, shallow as to judgment and myopic as to business vision, were wont to think that a trade-mark was a banner under which manufacturer and retailer, together, singleminded as to their mutual benefit, made commercial onslaught on the public. They claimed that the trade-mark was "a guarantee of quality" and its chief attribute was usually a volume of advertising in "national magazines," which was erroneously supposed to force a demand upon the retailer that he could not afford to ignore.

For a long time the retailer unthinkingly accepted this doctrine and then some retailers woke up. One day a retailer analyzed the trade-mark proposition and saw light. He saw that the trade-mark, fundamentally, was not an effort to protect the public against deterioration of quality—*the trade-mark is valuable because it controls good-will.*

For instance, suppose a man opens a store in a town where he is unknown. Suppose he proposes to sell twenty-five articles. He would be wise in selling only trade-marked articles, because at the outset, the good-will that he himself as a stranger in the town lacked he would immediately acquire through carrying trade-marked articles. But, after he had been in business five years and was personally known, he would be foolish to sell only trade-marked articles, because then his good-will would lie entirely with the articles he sold and not with himself. His good-will would be out of his control because the manufacturer of each trade-marked article would control all good-will in the sale of the article through his trade-mark. The great retail distributers, the department stores, are fast waking up to this phase of the trade-mark, and from this awakening much business for newspapers must eventually result.

When the department stores and other dominant retailers in each locality run their own trade-marks or at least do not push nationally sold, trade-marked goods the trade-marked article must be sold through weaker distributers. Consequently, obeying the law of balance, more selling energy must be used, either in the shape of more highly specialized salesmanship or the use of more compelling space, or both.

"Compelling space" in any locality means the newspaper.

—*Newspaperdom.*

* * *

It is not what you get, but what you expect to get that makes life worth while.

"Deliver the Goods"

In modern business a person must "*deliver the goods*" or drop to the rear.

So in the newspaper field unless a paper can "*deliver the goods*" its advertising drops to the rear.

The amount of advertising carried by the GALT REPORTER has increased 35% in the last six months. Why? Because it "*delivers the goods.*"

THE GALT REPORTER
GALT - - ONTARIO

Results—

AND HOW TO GET THEM

RESULTS come easiest and quickest to the fellow that digs the deepest—the man of purpose that has a good proposition and shouts loud and long *everywhere* he can.

THE NEWS

(TORONTO)

gets the business of the deepest digger and the loudest shouter—the *advertiser* that digs with his common sense and shouts at his audience with first-class copy.

ARE YOU A DIGGER?

CANADIAN PRESS ASSOCIATION ANNUAL CONVENTION

THE 54th annual meeting of the Canadian Press Association held in Ottawa on June 6th and 7th, was the largest meeting the association has ever had. Two hundred and twenty-eight newspaper men attended, the majority being managers or owners of the papers represented. For the last twelve years the association has held its meetings in Toronto.

Don Seitz, of the *New York World*, addressed the daily section on the problem of increasing labor costs. Mr. Seitz also spoke at a general session on the free publicity question and strengthened up the back of the Canadian Press Association in its fight against the press agent and the free reader mendicant.

St. Elmo Lewis, who was unable to be present, sent a paper dealing with fake, fraudulent and offensive advertising from the standpoint of the clean and honest advertiser.

A variety of other topics were discussed by the members of the association, and a delegation to the post office department received assurances in connection with minor reforms in the Canadian postal regulations.

The first year's operations of the Canadian Press Association under its new organization with a permanent secretary in charge has been tremendously satisfactory to its members. The work of the secretary, John M. Imrie, under the direction of the executive and advertising committees, has been mainly in the direction of developing advertising, hunting down the free reader and educating the printers in the towns and small cities on the cost system. Numerous county meetings have been held on the latter topic and the cost system has been adopted in many offices.

The work of the advertising committee in conducting its campaign to advertise advertising received much commendation from members. Everywhere this campaign is making good. The advertisements are directed to the reader and to the advertiser. They preach the value of reading the advertisements and the value of advertising honestly and sincerely. They are developing more advertising. The copy is running in nearly a hundred dailies in Canada to the extent of 20,000 lines apiece.

The convention was the first to be held in the new two million dollar Grand Trunk Hotel, the Chateau Laurier. Every moment of the delegates' time, not taken up with the work of the various sessions, was filled with entertainment by the people of Ottawa. A banquet given by the city was presided over, as toastmaster, by the Hon. Geo. P. Graham, of the *Brockville Recorder*, former Minister of Railways of Canada. The Hon. R. L. Borden, Prime Minis-

1912 Will be the Biggest and the Best Year in the History of Western Canada

Money—lots of it—will be made and spent.

The manufacturer who brings his product before Western Canada through the right mediums is *certain of results*, because Westerners *have the money* to buy what they desire.

The Herald circulation is in excess of 18,000 sworn to. Let us forward rates and sample copy.

The Herald Publishing Co., Limited, Calgary, Canada

EASTERN REPRESENTATIVE

EDGAR J. GUY, 61 Canada Life Bldg., King St. West, TORONTO

WHEN YOU ADVERTISE IN THE

"Times" Hamilton

you at once place your business before the buyers. Goes into the homes and, therefore, most valuable to live advertisers.

USE THE TIMES FOR RESULTS

We have a Job and Railway Ticket Printing establishment, one of the best in Canada. We should like to do your printing. *Quick Work.*

TIMES PRINTING COMPANY, Limited

HAMILTON - - - - ONTARIO

ter, and the Hon. W. T. White, Finance Minister were present.

The government of Canada entertained the delegates at luncheon at the Experimental Farm, whither they were taken in motors by the Ottawa Motor Car Association. The publishers of the Ottawa dailies entertained at the Golf Club. Press badges were honored as passes on the street cars and suburban railways and at the theatres.

A feature of the convention was the Thursday issue of *The Ottawa Free Press*, which gave over its editorial page to leading editors present. The articles contributed represented both sides of politics, and were signed by their writers. The edition also contained a historical sketch of the association and appreciative sketches of its leading members.

Officers of the association were elected as follows:—

President, J. R. Bone, *Toronto Star;* Vice-President, Hal. B. Donly, *Simcoe Reformer;* 2nd Vice-President, W. M. O'Brien, *Stratford Beacon;* Secretary, John M. Imrie, *Toronto;* Executive Committee, V. E. Morrell, *Sherbrooke Record;* W. J. Taylor, *Woodstock Sentinel Review;* Wm. Findlay, *Ottawa Free Press;* W. E. Smallfield, *Renfrew Mercury;* J. F. McKay, *Toronto Globe.*

Committee on Advertising:

W. J. Taylor, *Woodstock Sentinel Review;* Wm. Findlay, *Ottawa Free Press;* Geo. E. Scroggie, *Toronto Mail and Empire;* H. P. Moore, *Acton Free Press;* David Williams, *Collingwood Bulletin.*

THE NEW C.P.A. PRESIDENT

John R. Bone, managing editor of the *Toronto Star*, the new president of the Canadian Press Association, was born on February 25, 1877 in Huron County, Ontario. He received his education at Clinton, and then at the Collegiate Institute in London. His special aptitude was for mathematics, and he carried his studies in this subject to the University of Toronto, where he had a brilliant course in the mathematical department, graduating with first-class honors in 1899. During his High School and University career he won several medals and scholarships.

JOHN R. BONE
New President, Canadian Press Association

Five Millions Appropriated Five Millions in Trade

The Ontario Government has appropriated $5,000,000 for the development of New Ontario. The work has started with an immediate expenditure of $350,000 along the line of the T. & N. O. Railway.

Are you, Mr. Manufacturer, neglecting the development of your trade in this rapidly growing district ?

Cobalt, Porcupine, North Bay, Haileybury, New Liskeard and Cochrane, purchase over 5,000,000 worth of supplies annually.

This is more than the total government appropriation for development.

Are you in on this trade ?

THE DAILY NUGGET

is the only daily newspaper in this district.

Nugget Offices at Cobalt, North Bay, Haileybury, Porcupine.

Advertising rates on application.

EDMONTON JOURNAL

EDMONTON—is surrounded by the finest mixed farming district on the continent.

EDMONTON — is in close proximity to vast coal, mineral and timber areas.

EDMONTON—is served by three great trans-continental railway systems.

EDMONTON—is developing more rapidly than any other city in the Dominion.

EDMONTON JOURNAL—In this field the Journal leads all other daily newspapers in circulation, news and both local and general advertising.

EDMONTON JOURNAL — Sworn circulation over **10,500** copies daily, audited by the Association of American Advertisers.

Canadian Newspapers, Limited, (Journal Branch)

M. R. JENNINGS,
Editor and General Manager

JOHN McLAREN.
Business Manager

In 1900 Mr. Bone joined the staff of the *Star* as a reporter, and from then until now he has filled many positions and done much important assignment work. In 1906 he was selected by Mr. Atkinson as assistant managing editor, and, making good in this position, he became managing editor in the following year. Not a little of the wonderful growth of the *Star* of late years must be attributed to his quiet and persistent work. He possesses the mathematical mind which calculates every move to a nicety and weighs each argument with logical exactitude. As a reporter he was famous for a remarkable memory, which enabled him to reproduce a man's exact utterances without having recourse to the usual notebook.

Mr. Bone's advancement to his present position of prominence has been the result of merit. Unassuming to a degree, he is not the kind of man to seek preferment, and in his case, it is the office which seeks the man and not the man the office.

ORGANIZATION AND NEEDS OF RETAIL ADVERTISING

By Julius Schneider, Advertising Counsel, Chicago Tribune—Being Extracts from a Brilliant Address Given at the Dallas Convention.

THE retail merchant is the man who gets the money from the consumer.

The retailer is the man who cashes in on all the work of the manufacturer, the farmer, the wholesaler.

The retailer is the man who collects the people's money to pay the producer and who distributes the people's money back to the maker of the merchandise.

The retailer is the least considered of all advertisers in the "dope" that is being handed out by the advertising experts and the advertising press—and has probably less representation in the advertising clubs of America than any other class of advertisers. Yet the aggregate expenditure of the retailer for advertising in the 30,000 newspapers of America is greater than the advertising of any other class of advertisers.

* * *

Chief of the fundamentals governing every phase of successful advertising, is to "know your public." This should govern the amount, should govern the selection of mediums, should govern the copy and the display.

Chief of the causes operating against the greatest success of advertising is failure to know your public, or, knowing it, then failure to adjust the knowledge either to the medium or to the copy and display.

* * *

The big department stores in all

British Columbia's Leading Weekly

The only newspaper to reach every city, town, village and mining camp in the province.

Circulation Over 18,000

We made three thousand new friends in 1911—and of course retained the old.

Well written, splendidly illustrated, and with an attractive make-up, it is preserved in the home—this means your advertisement will be many times read.

We refer to *Economic Advertising* or any of the recognized agencies.

Ford-McConnel, Publishers.

B.C. Saturday Sunset

Vancouver B.C.

A FEW FACTS ABOUT
Saskatchewan, Regina and "The Leader"

SASKATCHEWAN is Canada's third province. It produces more wheat than any equal territory in the world; its residents are prosperous and spend their money freely for necessities and luxuries.

REGINA is growing at the rate of 1,000 a month. With a population of 30,000 at the census of 1911, it now has 37,000 people. Its growth is substantial, and the city is bound to be the great distributing centre of the middle west.

THE LEADER is more than keeping pace with the growth of the province and city. Day for day, it carried more advertising during March than any paper between Winnipeg and Vancouver. The average circulation of the Morning and Evening Leader during March was 11,946; weekly edition, in excess of 10,700. *THE LEADER* is the one paper in Saskatchewan publishing morning and evening editions, and giving advertisers space in both editions for one price. *THE LEADER* has by far the largest circulation of any paper in Saskatchewan.

You cannot cover Saskatchewan without "THE LEADER"

Advertising Rates Gladly Furnished.

THE LEADER PUBLISHING COMPANY, LIMITED
REGINA, SASK.

Special Representative, Edgar J. Guy, Canada Life Building, Toronto

the larger cities have a so-called advertising organization, but except in very rare cases these organizations, as the advertising managers will bear me out, leave much to be desired.

Outside of one or two each in New York, Philadephia, Boston and Chicago, my experience leads me to believe there is not a real advertising organization, equipped to efficiently handle and get the most out of a big advertising appropriation in America's big department stores.

The advertising of these big stores has fallen into a rut, and year in and year out is following the precedent of "what we did last year," instead of probing and searching for data upon which to improve on last year.

Conditions change, publics change, mediums change, but the department store ad "goes on forever" in the same old groove.

* * *

Different human groups all live in varying mental attitudes toward the spending of money—yet all must spend more or less; and the advertiser can strike the responsive chord in all of them. These mental attitudes must be a subject of interested study to the advertiser. What will get the money from one group will fail utterly with another. What is a necessity to one group, is foolishness to another. What one group needs intimately and daily another regards as a luxury for very infrequent indulgence. One group will cheerfully spend many times more than another for the satisfying of similar needs. No one medium, no one line of talk, will reach all of these classes, but you've got to know pretty accurately what medium and what line of talk will reach the spot in the class whose money you are after.

* * *

Another false note under which much of this large retail advertising fails to vibrate, the money-chord, may be summed up in the word, "Balance." Most of the

Excellent display, good copy and illustration.

advertising of large stores compresses into one large space, a dozen to three dozen, or even more, advertisements of different kinds of merchandise, running the gamut from cheese and fish to hand-made laces and diamonds.

Instead of a straight-out, eye-attracting and compelling ad. (all under the one firm caption) for each of these departments, based on the response-meriting character of the offers; sensational where the

price is unusual; straightforward and well displayed to attract the eye of that human group it is designed to reach, this advertiser first lays out a balanced diagram in which one cut must balance another cut, one department must balance another department, one space must balance another space.

WHITE MOTOR TRUCKS
are manufactured by a company which has had the confidence and respect of the industrial world for over fifty years. The name of the White Company is the best guarantee in the world of the sterling quality of White Motor Trucks. . .
The White Company
LIMITED
74 VICTORIA STREET
Dealers in White Motor Cars, Trucks and Taxicabs

Strong display, but hardly informative enough.

Then he proceeds to concoct copy which will fit these well-balanced cuts and spaces, his primary idea being balance, balance, balance, instead of "will it get the money?"

* * *

The commonest fault, the error of habit most easily acquired and consequently most frequently met with in retail advertising, is the careless use of superlatives.

The carelessness in claiming that goods are "the biggest bargains ever offered," that this is the "greatest sale ever held," that "we are showing the largest stock in the city," the "most wonderful merchandising event in the city's history is about to transpire," that "this is the greatest and grandest aggregation of merchandise your eyes have ever beheld," or that "this is the mightiest movement of meritorious merchandise." Mark me, the careless use of these terms, the indiscriminate application of superlatives to merchandising incidents by no means warranting their use, is one of the commonest errors of retail advertising and one of the serious drawbacks to its striking of the responsive chords.

I have called attention to three points for criticism of big store retail advertising. Copying a style that does not fit; undue importance given to balance, and carelessness of statement. These are trivial matters when viewed in the light that they are simply the details which prove the great and glaring fault of most big retail advertising.

This great and glaring fault is; Inefficient administration, due to insufficient expenditure for organization. It is the fault of the merchant behind the ad. man who refuses to pay for an organization fitted and able to employ and get results from, every possible avenue of profit.

* * *

Here's the point, worth a fortune to the merchant who can grasp it and apply it. In every city of any considerable size, large enough to support more than one big general store, there's a chance for one store to outdistance all competition, to create and main-

tain for itself an impregnable position at the top, by spending 15 per cent. or even 10 per cent. of its advertising on an advertising organization which will investigate and sift and analyze and synthesize and tabulate and use, all the advertising possibilities of the town. There is a chance for one big store in every city to disregard the niggardly custom of working a single advertising man up to or beyond the limit of endurance, on a salary sometimes less than he deserves—to take the advertising manager out of the category of "dead help"; and with a competent, merchandise knowing, keen analyzer of the responsive chord in every grade of human being at its head; with just as many assistants and clerks as he needs to work out his problems and carry on his campaign; with the head of such an organization in closest touch with the department managers, the general management, the sales sheets, the stock sheets, the profit sheets, the store service organization—and the merchandise itself, it would take but a short time to make of such a house the undisputed leader in the city's retail business.

Three kinds of retail advertising organizations to my mind seem desirable and necessary.

First—Proper organization and appreciation of the sphere of the advertising departments of America's big stores.

Second—Organization of the retailers in each community for the purpose of working with the national advertiser for mutually profitable results through national campaigns in local newspapers.

Third — Organization for the small retailer or specialty shop, to give him as good an advertising service as his big and overshadowing department store competitor.

* * *

A downright fact may be told in a plain way; and we want downright facts at the present more than anything else.

* * *

A good-looking girl doesn't always make a successful wife. A

A striking full page—full of information.

beautiful piece of copy may please only the eye.

* * *

A fellow doesn't have to be hard on his clothes to wear out his welcome.

* * *

You believe in your goods. Tell what you believe. Belief convinces.

WHAT'S DOING AT THE AD. CLUBS

ACTON

A new Ad. Club has been formed at this point under the presidency of F. A. MacLean, with H. P. Moore as Secretary.

* * *

PETERBORO

One of the most enthusiastic meetings of the Peterboro Ad. Club which has yet been held took place Wednesday night, June 5th, when about thirty-five members and others interested in advertising gathered in Coleman's banquet hall to receive the report of the two delegates to the Dallas Convention, Messrs. H. B. Cowan of *Farm and Diary*, and C. F. Hardy, of the *Canadian Horticulturist*. In the short time at their disposal Messrs. Cowan and Hardy told a little bit about the trip to Dallas, the fight for the 1913 Convention, some of the things they saw at Dallas and in the trip around the State, and some of the things they had learned through visiting the convention. They said that the privilege of hearing addresses from the leading advertising men of the continent, and of meeting these men personally and talking over with them some of the problems which they were facing in their own work repaid them many times over for the expense incurred in connection with this trip, to say nothing of the splendid entertainment which was provided on every hand by the citizens of Dallas and the other cities which were visited.

Although the meeting proper broke up about 8 o'clock, it was nearly nine before the majority of those present left the hall, so interested were they and so anxious to hear more about the great Dallas Convention. Several new members were added and a number expressed their intention of visiting the 1913 Convention in Baltimore if possible. The executive look for big things from the Peterboro Ad. Club when they get properly going in the fall.

* * *

WELLAND

An advertising club has been formed in Hamilton, Ont. It is known as the Welland Club and has the following officers: President, John Conner; vice-president, B. L. Booth; and secretary-treasurer, H. Waldron. The members have decided to affiliate with the Associated Advertising Clubs of America.

* * *

A wise old owl sat on an oak;
The more he heard the less he spoke,
The more he spoke the less he heard,
Why can't we follow this wise old bird?

* * *

Of all the tools of the modern business builder, advertising is the greatest instrument.

* * *

Figures won't lie, but liars will figure.

THE SIN OF INDIFFERENCE

Harrington Emerson, the efficiency expert, tells us that the average employe in the average business gives less than sixty-five per cent efficiency, says the *Iron Age*. In every business concern a certain number of employes insist on "riding on the brake" instead of in the seat. You know, you only have to give the brake a very slight touch to cut down a tremendous amount of power.

It seems that some folks make it their business to iron out the enthusiam of others and to set the brake against the power. Every business machine should go along with the *least possible friction*—with every part and department operating at the least expense, with the least waste, with the greatest degree of efficiency.

The man who rides on the brake is almost without exception the man who sleeps with windows down, eats to excess, brings his indigestion to the office, injects his personal griefs—imaginary and otherwise—into his day's work, draws his pay and doesn't give a "tinker's damn!"

If there is any one sin which is greater than any other, it is the *sin of indifference*. The man who works solely for his salary, devoting his mental energies to the pay envelope and growing an additional vertebra in his neck by watching the clock, is perhaps the *biggest problem* that must be solved, not only by the employer, but by the honest employe who is interested in promoting his own best interests and in rendering an honest service to the concern that pays his salary with which he buys his bread and butter. This man may be married or single, may go to church on Sunday or not, may dress in "homespun" cloth or parade with silken hat, frock coat and cane.

It doesn't matter so much about the kind of work you do, but the way you do it is the thing! Your job may be lined with plush and frills or with oilcans and grease. You may wear a silk shirt or you may work before the mouth of a furnace, with bare arms and chest. You may manage men or you may be only a helper. The thing that counts in the long run is your attitude of mind toward the thing you do.

If you are neglecting something, whether it be great or small, the rest of the work of which you are a part is being delayed and held back—you are on the brake—you are cutting off the power and your indifference is responsible for decreased output and diminishing income.

The moral is: Regardless of what you do, regardless of what your work may be—get back on the job; keep off the brake; *polish the brass during your spare time*, and you will be called in to share in the distribution of profits.

* * *

It is not how many words you have in your advertisement, but how well those words fit your article.

The Advertising Problem

To do the sum incorrectly makes the answer useless.

Sixty per cent. of new advertisers fail, due to inexperience, want of proper knowledge and correct sensing of conditions.

The eternal question in advertising is to obtain full value from the appropriation.

Do the sum this way.

Take the appropriation and add

Experience. Capable men. Co-operation of advertising sales force. Proper analysis of Trade Conditions. Proper analysis of the buying public. Preparation of right copy to reach the right people, who need and can afford to buy your product. Ability to have your instructions properly carried out.

This is what you get when you use

Woods-Norris Advertising Service

Write us for any information or refer to any of our clients.

WOODS-NORRIS, LIMITED

Advertising Agency

MAIL BUILDING - - TORONTO

THE MIGHT OF ADVERTISING

By Bert M. Moses, President Association of American Advertisers

ADVERTISING is as universal as air.

It is as important to the whole people as hygiene, politics, fashions, sports, romance, art or science.

I was going to say it is of as much consequence to everybody as religion, and maybe, after all, it is.

Religion prepares you for a happy hereafter, while advertising prepares you for a happy life here and now.

Advertising is as closely identified with the home to-day as food and raiment themselves.

It takes a thing that people ought to know about and makes it known.

It enables the housewife to select with care and forethought what the family is to eat and wear.

By means of advertising the purest, most perfect and best that man can produce is described, pictured, and praised.

Without advertising, crackers, sugar, flour, tea, coffee, and other staples would still be scooped out of barrels, along with myriads of microbes and numberless germs.

Without advertising, a dealer would give you what he pleased, but with advertising he gives you what you please.

Advertising has made the sale of inferior things difficult.

It has put germ-proof, dust-proof and disappointment-proof wrappers around the packages.

It has found millions of jobs for the jobless, and enabled the employer to choose the worthy from the unworthy.

It finds the lost and restores the stolen.

When a new idea, process, or accomplishment to benefit mankind springs from the brain of the creators, advertising puts the name, the picture, the particulars, and the price before the world's eyes.

Advertising enables men and women to dress economically and stylishly by making standard trade marks of wearing apparel fashioned by men who do the thing better than it was ever done before.

Advertising fills the churches, the theatres, the lecture rooms, and thus spreads knowledge to and from the several corners of the earth.

Advertising makes and unmakes politicians, and does much to decide who shall go to Washington and pilot the greatest people in all history.

Advertising is the irresistible force that is lifting the world up and pushing it on and on.

It is the mighty power that enables the unknown to grapple with the strong.

It is an avalanche—a cataclysm, if you please—that is sweeping into the bottomless pit the crook, the adulterator, the substituter, the trickster, and the fraud.

Advertising is now in the hands

of the decent, the honorable, and the worthy.

It has been wrested from the control of the swindler and the unscrupulous.

And this mighty energy is destined to revolutionize all the plans and methods of men that have had sway through the centuries.

Advertising is greater than steam or electricity—greater than armies and navies—greater than those who think they understand it now realize.

All hail, then, to advertising, the mightiest of all the forces of the universe!

—*Poster Advertising.*

WISE WORDS

By Frank B. White in "Good Advertising"

THERE is not a paper or magazine published that is not constantly passing on some bright, inspirational saying that makes our blood tingle and enlarges our hope and prospect for better things. There are two sides to every question, but it is well to be an optimist and look at simply one side—the good side—but that doesn't always give the right angle on things. As advertising men we must reckon with more than one phase of a subject. Herein lies the difficulty in inaugurating a campaign. It may pay for the time being but result in disaster for the business later on. It may be wise for a future consideration but the cost and expense in delay will make it impracticable. Some advertisers need immediate returns. Some of our agencies shy on this proposition and claim that it is inconsistent to expect it. On the other hand, some agencies say, "Give us a chance to demonstrate with a small appropriation." My experience is that a small appropriation is just as dangerous in some cases as a large one is in others. We need to get as near a certainty as ability and experience will permit. The difficulty lies in the lack of stick-to-it-iveness or the unwillingness of the advertiser to place his faith so firmly that he will meet defeats which are likely to come in all experimental propositions, and in this line these quoted words are wise:

"I believe that a man gets what he goes after; that one deed done to-day is worth two deeds to-morrow, and that no man is down and out until he has lost faith in himself."

The thing to do is to make the possibility of failure as uncertain and remote as you can. We must view this subject from another angle. Just about the time that a man gets going successfully in any plan, there is someone either wiser or more cunning, or less honorable, than he, who makes use of his years of toil as a foundation for building his own business. That seems to be part of the plan and it means that we must "play the game" like men and accept victory or defeat as a part of life's schooling profiting by our mistakes but keeping at it.

THE PICNIC—A BUSINESS INVESTMENT

"ALL work and no play, makes Jack a dull boy," is an old adage that has lost none of its force when applied to modern business life.

Most of us are lucky enough just about now to be enjoying or anticipating a time of rest and recreation amidst lake, forest or country side.

But there is a feature in the year's routine, which, we venture together for the harmonious working of every department like the periodical "day off" with the sign up "closed to-day for annual picnic."

Woods - Norris Advertising Agency have for some years past realized the benefit accruing from these annual outings, and a full muster boarded the "Macassa" on June 19 for Hamilton.

The day was perfect, and historic

Employees and Friends of the Woods-Norris, Limited

o think, can be made of the greatest benefit alike to principal nd employee. We refer to the nnual picnic, now a yearly "t. f." nstitution with many of the eading firms.

Harmony amongst the members f an institution tends to smoother ailing and better work, and we now of nothing which will help o bring employer and employee

old Dundurn Park was looking its best.

The pleasure of every one present was heightened by the fact that the genial president, Chas. C. Norris, after his recent serious illness, was able to be present, and the company's good wishes were freely expressed that he may be permitted to partake in many more of them.

Two most excellent repasts were provided, and the intervals were filled in with sports and games, although time did not permit of the annual ball game, usually a popular feature of these gatherings.

Vice-president J. P. Patterson acted as master of ceremonies, with friend J. R. Allan, of the *Hamilton Spectator* as judge. To the latter gentleman the gathering's best thanks are due for the excellent arrangements made for their comfort.

The prize list was a long one, and the prizes were well distributed among staff and friends. The winners received their laurel wreaths, cigars, and other valuables on the return journey.

Ask Monty!

RECENT ADS.—GOOD AND OTHERWISE

By a Captious Critic

THE ad. of McCutcheon Bros. Limited, is peculiar in several ways. The scribe starts off with an excellent caption, "Reasons strong as steel." This is certainly good, but look

Reasons Strong as Steel
Why the "Bubble" Will Not Burst
There are a few men to-day who are missing the wonderful opportunities of Western investments simply because someone has said, "I'm afraid the 'Bubble' will burst."
A Most Substantial "Bubble"
Substantial Reasons for Believing in Prince Albert's Future
PRINCE ALBERT
SASKATCHEWAN'S NEW CITY
McCUTCHEON BROS., LIMITED,
88 KING STREET WEST
TORONTO
CALGARY
WINNIPEG
OTTAWA

at his next attempt to convince in the sub-caption. "Why the Bubble will not burst." Now if there is anything people fight shy of, it is a bubble schemer, or anything that looks like one. True, he says a most substantial "bubble," but everybody knows that bubbles don't last—they burst at some time. The rest of the ad. giving data might convince, but we do take exception to his remark that Canada's grain crops feed the world, since both Russia and the United States produce more wheat than Canada. An ad. which goes too strong is just as useless as one which doesn't go strong enough.

* * *

We are so accustomed to look for exceptional advertising from the Union Pacific that we must confess to a little disappointment in the one reproduced.

The idea of the be-trousered old father bear giving good advice to the very seedy city father in need of change of air is, although striking enough, somewhat far fetched.

Is this species of the animal world so well broken in at Yellowstone Park that he is always clothed in human garb, and, perchance, takes

his meal with the summer visitors, and does not, as is generally supposed, make his meals off them?

We imagine that fond parents would be rather chary of taking

A Message From The
Father Bear
in
YELLOWSTONE
NATIONAL PARK
to the
Fathers at Home
Look at me! I am 300 years old. I have been taking some of these mountain trips every day since I was a cub, and I haven't found all of their wonders yet. You come up here this Summer and bring your family
Union Pacific
Standard Road of the West
GEO. W. VAUX, Canadian Pass. Agt.,
Union Pacific R. R. Co.,
Room 130 Dominion Royal Bldg.,
Cor. King and Yonge Sts., Toronto, Ontario.

their offspring to a spot where Bruin might be encountered at any turn of the road. Apart from this criticism, the ad. is excellent, and tells in forceful manner the wonders and climate of this world-renowned region.

And it is also well brought out that the trip can be taken in luxury at a very moderate rate.

The ad., at any rate, must have attracted considerable attention, and that, after all, is its chief excuse for existence. It's a Bear!

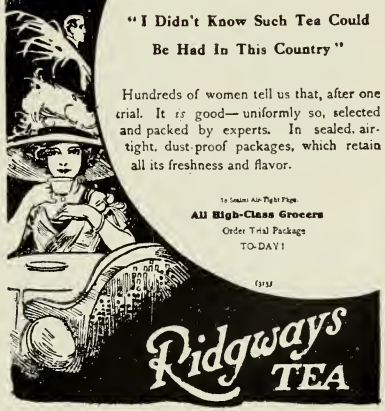
* * *

In the Ridgway's Tea Ad., reproduced, we think a very grave error of judgment has been made.

To suggest to Canadian readers that up to the time of arrival of Ridgway's Tea they have been consuming an inferior article is, to our way of thinking, a foolish and short-sighted policy.

That Ridgway's is a good tea there is no denying—it has been synonymous with quality in the old country for a number of years, but this general condemnation of every other brand does not in any way appeal to us as good advertising.

If this unfortunate caption had been omitted we consider this ad.. would carry more weight with the tea-drinking public as the illustration is attractive and the copy snappy and to the point.


Gold Medal, London, 1911
Largest Sale HIGH-GRADE Tea in World
"I Didn't Know Such Tea Could Be Had In This Country"
Hundreds of women tell us that, after one trial. It is good—uniformly so, selected and packed by experts. In sealed, air-tight, dust-proof packages, which retain all its freshness and flavor.
All High-Class Grocers
Order Trial Package
TO-DAY!
Ridgways
TEA

Perhaps a little more might have been made of the fact that sealed, air tight, dust-proof packages tend to retain the freshness and flavor of the tea.

Officer, he's in again. Who? The fellow who constructed this fur advertisement for John McKay of Kingston, and if he insists on stealing any more valuable white

space for advertising of this standard he ought to be convicted on a charge of theft. Note the procession of wild animals on the dead march to McKay's—they know and understand that their skins will be appreciated there, and with their demise they must have appreciation. And it's the fellow who pays so much per agate line that gets the benefit of this sort of advertising and when he has a whole lot of money out and no further ahead in sales he claims advertising doesn't pay. This kind of advertising will not sell furs, and as soon as the advertiser comes out of his delusion and talks sense in type he will get better results and gain the esteem of advertising readers in general.

* * *

By a mistake in our June number, Adam F. Smith was stated to be Secretary of the Toronto Ad. Club. H. O. Edwards is the man. Mr Smith is Secretary of the Canadian Division of the Associated Ad. Clubs of America.

Would You Reach the Moneyed Class?

As a medium for reaching the best families, the people with money to spend, the

CANADIAN MAGAZINE

easily holds pride of place among Canadian Monthlies.

It has no peer in point of literary excellence and get up, and the fact that our largest advertisers stay with us year after year is proof positive that advertising in the CANADIAN MAGAZINE does pay.

Ask any reputable agency or write us direct for rates.

Sample copy mailed on request.

The Ontario Publishing Co., Limited
15 Wellington East - - Toronto

AN AD. MAN'S QUALIFICATIONS

George French's report to the committee on standards of qualifications for advertising men makes most interesting reading, and no apology is needed for reproducing it for the benefit of readers of Economic Advertising.—*Editor.*

TWO of the necessary fundamentals for the successful advertising man are a knowledge of the commercial value of truth, and a knowledge of psychology.

Advertising is psychology, but the efficiency of advertising depends upon the advertiser's estimate of the value of truth.

Truth is primarily a moral quality. In advertising it is a commercial necessity. This can only be made plain to the advertising man after he has studied psychology as it controls advertising.

Truth in advertising is about the only basis for continued results from advertising; therefore, it is an economic element that overshadows every other consideration.

Advertising is the business of getting people whom the advertiser cannot see to do something, because he asks them to.

The success of advertising depends upon the ability of the advertiser to inspire faith in the people he asks to do something.

To inspire faith in a person it is necessary to know that person.

To inspire faith in people it is necessary to know people.

There is no way to know people one cannot meet, except through study of psychology and the application of its teachings.

We have got to come to this—that there is nothing material to the whole profession of advertising that is not learned through the study of pyschology.

Psychology shows how to do systematically, and with certainty of successful results, that which we have been doing blindly and wastefully.

The necessary standards for the advertising man might well be counted as the two that have been mentioned, if it were not for the important matter of the man who is to apply the economic principle of truth and the comprehensive laws of psychology for the interesting purpose of creating advertising business.

Therefore, to them must be added the personality able to make them operative; and we discover that the third standard for an advertising man must be self-knowledge and self-culture.

Psychology is as the printed score, truth is as the knowledge of harmonics, the people are as the instrument—yet it is the personality sitting upon the bench of the piano that really makes the music.

To become a good advertising man one must be born with some of the necessary qualifications. An advertising man cannot be wholly a made article. He must have certain characteristics that cannot be acquired.

He must be sensitive, alert minded, liberal, open-hearted, companionable, courteous, catholic; have a mind like a photographer's sensitized plate; a leader of men, an accomplished and persistent opportunist, have control of self.

Knowledge and acceptance of advertising truth, knowledge of psychology, and the right personality, are the basic ingredients that go to the making of the advertising man. The rest is elaboration.

The more an advertising man knows the better advertising man he is. There is no branch of knowledge, no detail of culture, that is not profitable for the advertising man, and a wide range of general knowledge is essential.

He ought to have a good general education.

He must keep in touch with the affairs of the world, of the country, and of the city or locality where he works.

He ought to keep well in line with the literature of the day.

He should know about the great religious, moral and sociological movements, and take part in them.

He should be a social being, and give much time to intercourse with people.

The good advertising man should devote much time and thought to himself. He should study himself, and he should learn to tell himself the truth about himself.

While there are certain fundamentals that an advertising man must acquire by birth, it is possible to construct a very good specimen of adman with quite meager furnished material.

It requires time, study, resolution, knowledge, and "keeping everlastingly at it"; and it requires a lot of very humble contemplation of existing deficiencies.

There are many qualities of a more material nature that an advertising man must possess, that must be always at call and always reliable. These include:

The power to analyze propositions;

Trained imagination, enabling him to see a proposition in application from the start;

Knowledge of economics;

Knowledge of business conditions;

Acquaintance with business laws and legislation;

Knowledge of typography and the several processes of illustrative reproduction;

Knowledge of mediums;

Knowledge of design and free-hand drawing, to enable him to make "layouts" at the time of soliciting business;

The capacity to use good English in conversation, correspondence, and copy-writing.

Above and beyond all, the advertising man should be a good student.

Not only should he devote much time to keeping abreast with the progress of advertising in its developments, but should be able to realize that the bigger, better, broader he is, as a man, the more effective he will be as an advertising man.

The results of advertising work of the highest dynamic value flow from the impact of personality

upon personality, whether the contact is physical, through personal solicitation; or mental, through advertising.

If an advertising club thinks of adopting standards for its members, it is recommended that they be simple and few, at the start, remembering that the facilities for getting advertising knowledge are meager, and that the man who essays to become an advertising student has got to delve and grub almost by himself. The examinations should go little beyond these items:

Character—His general reputation and standing.

Experience—His acquired knowledge of practical business.

Comprehension of the Bases of Advertising—Knowledge of advertising fundamental practice.

General Attainments—Such as education in general knowledge of basic principles of psychology, economics, graphic acts, etc.

Knowledge of Mediums—Familiarity with all mediums, rates, etc.

Knowledge of English—Ability to write good copy, and select words and phrases having the most power to influence decision.

Power of analysis.

Even with these standards the marking should be based upon comprehension and willingness to study, rather than upon actual attainments—upon whether or not the man is a student; and more especially upon local conditions and personal and other limitations, which are to be determined by each club for its members.

WHY SOME COPY PULLS BETTER THAN OTHER

By Milton Bejach, Advertising Manager, The McCaskey Register Co., Alliance, O.

SURELY every man who has to do with advertising has dug deeply for the reasons why some copy "pulls" and other matter, to which has been given as much thought and care, is not worth a tinker's cussword. Every man who makes his living by selling, preparing or criticising advertising surely wants to know why business and inquiries flow his way as the result of one advertisement and why inquiries must be dragged in after another piece of copy has been run.

Every once in a while some one says, "There is no infallible test for copy, no one can say beforehand that such and such an advertisement will bring the desired results, or that another will not."

John Lee Mahin says he knows how to test an advertisement and he gives his secret to the world in his ten tests. But not one of those tests, applied to a piece of copy, will enable you to determine *absolutely* whether it will or will not pay.

Professor Munsterberg is ex-

perimenting, I understand, on the psychological effect of certain advertisements. He knows *after* the advertisement has been printed.

All of us who write and place copy want to know before it is printed what the effect will be.

There are a few well-known laws in advertising that the tyro knows enough to heed. But there are dozens of laws, working every day that we know nothing about, have never heard of.

For instance: You must tell the truth, the whole truth, and nothing but the truth in your advertising, if you wish to succeed and make permanent and profitable patrons.

Yet, if you tell the whole truth, sometimes, you will not be believed, because it does not seem reasonable or sound plausible. Some months ago a piece of copy was prepared to show that the accounting device I know most about would pay for itself three times a year. The figures to prove it were set down. They were based on the experience of ten thousand users of the device and were backed up by hundreds of testimonial letters from men rated from $5,000 to $100,000.

Any one, offhand, would say that an accounting device that would pay for itself in four months and thereafter for ten years pay three hundred per cent. dividends was a pretty good proposition, and that a straight tale of what it would do would bring inquiries.

But it did not.

I began to dig, to ask the salesmen. They believed it, knew it, and had hundreds of people tell them it was so. They did not know why the copy failed to pull.

Finally some one suggested that it sounded unreasonable, too much like a wildcat mining proposition or a scheme to get gold from seawater.

A little more digging showed that merchants were satisfied with dividends of twenty-five and fifty per cent., and that they set down as foolish any statement that anything should pay three hundred per cent. a year.

The truth was too strong.

Some men will tell you that art work must have a fine appeal before it will have any effect on the reader of an advertisement or the booklet, if it is a book. But it won't always work out.

Two years ago one of our officers, who is a good deal of an artist, sketched the head of an urchin, redheaded, toothless in spots; the kind of a kid you would expect to find in your orchard if you had one, a boy you'd set down as a future section-hand, a rough-and-tumble, fighting boy. The mouth was wide open and where the red of the roof of the mouth showed, it was lettered, "It's Inside."

The sketch was shown to quite a few men who know something about advertising. They read the copy that was written to go with it and to be made into a booklet.

"The kid will spoil the effect," one said. "It is repulsive," said another. Most of them were against it.

But that booklet, sent out as a piece of direct advertising, pulled more enquiries than anything that ever went out of the house. Just a few less than a million were mailed, and if I told you the percentage of replies you might not believe me.

What was it that pulled?

Some day some one will rise up and tell us why copy pulls and does not pull; some day some one will write down the laws governing advertising appeal, and then, my friends, we'll be Scientists in Advertising.—*Printer's Ink.*

HOW TO WRITE A TELLING FORM LETTER

By J. George Frederick

THE opening sentence of a form letter is the letter. If these words do not say anything there is no conception of philanthrophy that could reasonably urge any man to read more. In the course of eight or ten years I have seen a very curious and significant evolution of the form letter and it all swung, as on a pivot, upon the opening of the letter.

Who doesn't remember the hurrah days of form letters, when as preparation for writing an important form letter we horsewhipped our Pegasus, fed ourselves ginger until we reeked and got dizzy with verbal intoxication as we penned an opening paragraph calculated to put the equivalent of fifteen volts into the reader?

We singed his eyebrows with a "starter" like this:

"You're losing a big wad of money every day! Stop it!"

Or rapped his knuckles after his fashion:

"Forget everything you ever knew about engines, and let us show you something."

Then we went on careering like a Kentucky colonel, well heeled with corn juice, at a Democratic banquet. We glowed with satisfaction as we wound up with a hurry-up slap on the cheek, and considered that the victory of Gettysburg was a cock-fight compared to the magnificent and masterly manner in which we had swept into tamed captivity by scores and hundreds, our natural prey and enemy, the reader.

But the gaff has dulled woefully in recent years. It not only fails to get into a man's vest, but incites derisive mirth, or silent, deadly scorn. It has no more edge than a wooden spoon. As a weapon it belongs in the armory of ancient days.

For we have become a businesslike generation in advertising. The housewife, the farmer, and certainly the dealer, are businesslike to the Nth degree. To carry snap to them in form letters is perfectly parallel to carrying coals to Newcastle. They can each outsnap the snappiest snapper who ever snapped.

The American housewife no longer runs joyously to the gate to meet the postman, and breath-

lessly peruses five-paged, single-spaced form letters. Nor do farmers. And dealers!—they have grown grey in the art of dodging bunk!

But all of them are looking for ideas. They are all far more keen for points affecting their interests than they ever were. They read more and think more. And that is why the opening of the form letter to them is important. They demand an idea, or they quickly pass you on to their true friend, the waste basket. The modern retail idea is quick sales and many of them; and speed is a necessary factor. In the old days salesmen used to loll around a dealer's store for hours, chinning; but to-day both are too busy.

The form letter has got to keep pace; and the opening sentence of the letter is the cue to the whole performance. The rest of the letter should simply be concentrated, specialized backing up of the idea in the opening sentence.

Suppose you are trying to sell an adjustable office chair to a business man. The general "pull" in your proposition is more comfort at a man's daily work. But so many hundreds of advertising men can't see two vital things: (1) that the argument "comfort at your daily work" is not an idea, but a generality with no "hook" to it; (2) that the reader looks for not only a definite idea with a hook, but an idea applicable to his side of the fence.

Six out of ten of even good advertising men will start their form letter somewhat in this fashion.

"Hundreds of office men are buying this supremely comfortable office chair."

The number of people buying this chair is primarily an idea for the manufacturers', not the readers' side of the fence, and the talk about comfort is far below the status of a real idea. Suppose the opening were to read:

"You can increase your daily business efficiency at least 25 per cent. by using an office chair that rests the small of your back."

This, and more of it, is mathematically, psychologically and common-sensely bound to land on the bull's eye, because it is the bull's eye of the whole matter. There is an unescapable hook in that sentence, because it carries an idea—an idea from the reader's side of the fence.

And see what you have done by starting your letter in that way: You have, at the first stroke, put your reader on the alert far more; because there isn't a business man in America who will not be interested to some degree by that opening. Not because there is any magic advertising genius in the writing of the line, but because the ideas in it chain the reader to your wheels by sheer necessity. And there is the innermost psychology of the form letter—the work lies not in words or writing, but in marshalling ideas in their best order and combination before ever putting pen to paper.

Motto: Unless you have an idea for a strong opening sentence, don't write a form letter.—*The Poster.*

MEN AND MEDIA

WE welcome Vol. 1, No. 1, of the *Montreal Financial Times*, a new weekly dealing exclusively with financial matters, and incidentally of the utmost value to anyone with dollars to invest.

The new paper is well printed and has an air of authority which should carry conviction.

We notice that our leading financial houses are well represented in its advertising columns.

* * *

Too little has been written or spoken of the excellent display of advertising literature gotten together at short notice at the Carnegie Library at Dallas.

We understand that the collectors were handicapped by the very short notice (six days) under which they worked, but the showing which we had the pleasure of inspecting was extremely instructive.

At Baltimore next year, this feature will be made, rightly we think, one of the most important of the Convention, and we look to see a large representation of the best Canadian advertising included.

* * *

The Committee on Display of magazine advertising of the Quoin Club of New York, was responsible for this excellent exhibit, and we are only too glad to give credit where credit is due.

* * *

The recent recommendations passed by the Sixteenth Annual Convention of the International Association of Photo Engravers at Boston, if put into effect in Canada, will surely scare some of our advertisers.

In brief they are as follows:—

That the minimum square finish copper halftone should not be sold for less than $2.50.

That the minimum zinc etching should not be sold for less than $1.25.

This will be an awful shock to the men who are now kicking about $1.25 for a minimum halftone and 50 cents for a minimum zinc. Who makes the money nowadays?

* * *

A committee appointed by the Associated Advertising Clubs of America met at Pittsburg, Pa., on June 26th and organized the National Association of Advertising Agencies of America. The executive committee includes W. A. Lydiatt, of Toronto. The first annual meeting will be held in Pittsburgh on September 10.

* * *

The Hood-Sandham Company, Limited, a new firm of designers, illustrators and engravers announce the opening of premises at 10 Johnson Street, Toronto.

Both the principals, Messrs. F. C. Hood and C. A. Sandham, have had the advantage of a long experience in the engraving business in Toronto, and the entire art and engraving staff is the best procurable.

The highest grade of work at moderate prices will be the policy of the new firm, and as the plant is entirely new and thoroughly comprehensive and up-to-date, advertisers can do worse than give them a trial.

We wish the newcomers the success they deserve.

* * *

The Lethbridge *Daily Herald* sends us a seventy-two page booklet of attractive appearance giving an illustrated account of the possibilities of Lethbridge and district.

The great coal and grain industries are depicted pictorially and otherwise, whilst the many residential beauty spots are not forgotten.

The book gives prospective advertisers some real idea of the possibilities of this section of the country.

A copy may be had for the asking.

* * *

Isn't it queer that when one has a disagreeable job there are a hundred other things to do first? —*Mike Kinney.*

* * *

What is one man's loss is not always another man's gain, but the recent transfer of A. J. Denne from the A. McKim Agency to the J. Walter Thompson Agency is a decided gain for the latter firm.

Mr. Denne has been one of McKim's most successful solicitors for a period of four years, and J Walter Thompson Limited, his new employers, may congratulate themselves on obtaining the services of one of the brightest men of the rising advertising generation.

* * *

A well attended dinner was held on June 24th last in New York, when representatives of the six leading New York Ad. Clubs met to talk over the recent Dallas Convention, and to devise ways and means of benefiting by the experiences met with and the information obtained there.

A number of the shining lights in the advertising firmament addressed the gathering.

A suggestion was made to hold an international convention in London, England, in 1916.

* * *

Henry Morton, of Baltimore, whose untiring efforts were so largely instrumental in obtaining the 1913 convention for his city, asks us to correct an inaccuracy in our June issue. Mr. Morton was not secretary of the Dallas Committee, but was Chairman of the Ways and Means Committee of the Baltimore Ad. Club. We are glad to make the correction.

* * *

Charles Hannon has severed his connection with Grip Limited, engravers, to join the promotion department of Specification-Data Limited, Toronto.

Mr. Hannon has been connected with the Grip company for a number of years, and has proven a most successful member of the firm.

His friends will wish him every success in his new position.

The Evening Telegram

—looked upon by the largest local advertisers as their strongest result producer.

—should it not therefore be considered by every general advertiser and manufacturer in order to concentrate upon the homes in a big centre such as Toronto.

—ask any Advertising Agency or big user of space what other evening paper in Toronto reaches 63,000 readers each night?

For Advertising Rates and analyzed circulation information apply to Advertising Manager or Telephone Main 6840.

THE EVENING TELEGRAM

Southeast Corner Bay and Melinda Streets

TORONTO

J. ROSS ROBERTSON **Publisher and Proprietor**

THE SELLING END

Who is the Purchaser ?

ADVERTISING is a business proposition. You, Mr. Manufacturer, spend more or less money each year in some form of publicity. Are you getting the maximum of results from your expenditure? Does the consumer ask for your goods and does he insist on getting them? The man who buys clothing, the woman who buys breakfast foods, the man and woman, and what a host of them there are, who together decide on furniture, wall paper, garden tools or a piano?

Your Sales Manager Knows

Sit down with your Sales Manager, Mr. Manufacturer, and get under the surface in this matter of selling your goods. Figure out exactly who are the people who are going to buy your class of goods ultimately. Whether you are making road rollers or fountain pens you will find that at some place there must be a contact with the man who buys. Don't be short-circuited. Get to the ultimate consumer.

A Market of $58,000,000

Then consider what is represented by the 58,000 families which "The Globe" reaches each day. "The Globe's" readers are the men and women who support intelligent, progressive journalism. They are themselves progressive, intelligent, prosperous. They represent a purchasing power of at least a thousand dollars a family annually.

"The Globe" is the key to an annual market of $58,000,000. You can most effectively increase your share of that great total by advertising in

The Globe

TORONTO

AUGUST—1912

Economic Advertising

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WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING, TORONTO, CANADA

Boost Toronto By Boosting Your Business

Has the past year been a successful one with you? Even if it has you are anxious to further increase your business.

AN ADVERTISING CAMPAIGN IN

The Toronto Daily Star

is one of the best means to attain this end. NET DAILY AVERAGE CIRCULATION FOR JUNE

78,994

The second largest English daily newspaper circulation in Canada. The largest daily newspaper circulation in the Province of Ontario. City circulation in Toronto as much as any two papers combined. With one exception.

Write or phone us and our representative will call and give you rates and other information for campaign of boosting which will surprise you.

STAR WANT ADS. MAKE GOOD

TRY THEM

Economic Advertising

ADVERTISING RATES

	1 month.	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

Vol. 5. Toronto, August, 1912. No. 8

STRAIGHT TALKS

THE WRITTEN ADVERTISEMENT

WITH all due respect to the numerous Correspondence Colleges scattered throughout the land we state unhesitatingly, that there is no royal road to becoming a really successful copy writer.

In the study of many phases of modern business, the correspondence schools are, without a doubt, able by means of postal instruction to increase the student's wage-earning capacity, but the possibility of guaranteeing a minimum of twenty-five dollars a week to a ten dollar clerk is as remote as the Pleiades.

True, a knowledge of type faces and other mechanical details is a valuable acquisition to the ad writer, and a good education is very desirable, but it alone is totally insufficient to enable a man to write English that will sell goods.

Equally inadequate are the rules and regulations laid down by men whose names loom large on the advertising firmament to produce copy that will "make good."

In a wide advertising experience which has embraced many sides of the business, we have almost without exception, found that the most successful copy-writers "are *born* not *made*."

From the ranks of every walk in life come the leading experts (if such a term can be used of a business still in its infancy), telling us how to write copy or sink for ever into insignificance, and just as many of the most unlikely men have proved the most adaptable to this modern salesmanship in print, and have clim'
top of the tr

Announcement

WE desire to announce to the buyers and users of advertising space, that we have purchased the *Galt Reformer* and the *Galt Reporter* and have amalgamated them into one paper, which will be known as the *Galt Reporter*.

This amalgamation gives the Daily Reporter a circulation well over the **4000** mark and the Weekly Reporter, a circulation well over the **2500** mark.

Full particulars and advertising rates will be furnished upon application.

GALT REPORTER
LIMITED

GALT — Canada's Best Town

However, it has never been our mission to be destructive critics —more good, we feel, is done by pointing out defects and endeavoring to show the way to their betterment or removal, than in knocking the work of others.

What is advertising? The dictionary definition "To give the public notice of an article or to describe it with a view to a sale" comes, we think, very far short of the full meaning of the word.

Advertising in the fullest sense of the word signifies a transference of ideas to the minds of others in such a manner that those ideas will become rooted and will ultimately influence the recipient to act in the way the advertiser desires.

So that the problem resolves itself in the first place into finding the vehicle which will carry your ideas most surely and quickly into the minds of those you wish to influence.

In the course of ordinary conversation, even the best-educated amongst us rarely uses more than ten thousand words from the hundreds of thousands in the English language, whilst the uneducated rarely use one thousand words.

And it takes little more than average common sense to realize the futility of talking to a man in a language with which he is unfamiliar.

So that we must, if we are going to reach the minds of prospective buyers of the goods we are advertising, make *simplicity* of language the vehicle that is to take us there.

Talk to the people in their own language—eschew platitudes and "high falutin' " phrases—come down to their level if you want them to listen to your message—for it is physically impossible for them to attain your lofty pedestal, even had they any inclination.

But merely reaching the minds of others is practically worthless, for the ideas you wish to transmit may have gained so poor a foothold as to lose their grasp immediately.

And the problem of gripping the attention and holding it is, we think, best effected if your every utterance breathes *sincerity*.

Make your reader feel that your written word describes your own unalterable conviction in the quality of your goods. Make him feel you believe every word you have written. Write just as you would talk to him, and remember that while talking you are careful to avoid long-windedness. Cultivate conciseness, but do not do so at the expense of befogging the clarity of your message.

Human beings are selfish animals, and the man or woman who reads advertisements will most surely be attracted if you talk to him in the written word about himself or herself.

Their own individual requirements are what interest them most, and you and your doings are likely to bore them and cause them to pass your message by.

The Sworn Daily Average Circulation of

The News

for the month of June was

50,895

AND IT'S GROWING FAST

Get in on the Ground Floor with your advertising before the present low rates advance.

NEWS PUBLISHING Co., Limited, Toronto

YOU NEED THIS MAP

Every advertiser at present doing business in the Province of Quebec, or contemplating doing so in the near future, should secure a copy of our latest circulation map, showing how to cover Quebec Province thoroughly, at the lowest possible cost commensurate with satisfactory results.

This map shows circulation of LA PRESSE by counties, at a glance enabling the advertiser to follow his copy with dealer literature, without the waste due to mis-fires.

ONE OF THESE MAPS WILL BE MAILED UPON REQUEST TO ANY READER OF "ECONOMIC ADVERTISING," PROVIDING APPLICATION IS RECEIVED BEFORE THE LIMITED QUANTITY IS EXHAUSTED. BETTER WRITE TO-DAY FOR YOURS.

Promotion Department **LA PRESSE** MONTREAL CANADA

Ontario and Western Canada Salaried Representative

HENRY W. KING Tel. Bldg., 76 Adelaide Street West Toronto, Ont.

Advertising cannot be expected to work miracles. It can do little more in most instances than sow the seed, and it is "up" to the copywriter to discard the hand-sowing and ox-plough methods of our forefathers, and to employ modern methods and practices in the sowing of ideas in the minds of those you desire to reach.

The qualifications of the successful ad-writer may be subdivided indefinitely, but we are confident that the written advertisement which does not feature simplicity in its language and sincerity in its diction, has little chance to prove a really successful "salesman."

* * *

BALLOON ADVERTISING

We have broken loose and have dared to criticize John E. Kennedy, than whom, there is no abler exponent of advertising.

We have a heap of admiration for the same John E. K., but his latest utterances have certainly got the editorial "goat."

With all due deference to the subject of our editorial, we appropriate his own phrase—Balloon Advertising—and apply it to his recent articles in *Advertising and Selling*.

In these two articles, Mr. Kennedy has certainly taken a balloon ascension, and we trust that he will switch to the parachute and come down to earth in his next attempt.

When it was announced through the columns of *Advertising and Selling* that Mr. Kennedy would write a new series of articles on advertising, those of us who have been drawn to Mr. Kennedy by his former writings, such as "Reason Why Advertising," looked forward with great expectation to the coming articles, hoping therefrom to increase our advertising knowledge.

They came.—Two so far—but can anybody tell us what they are all about? The first article is addressed to "My Dear Toby" (Toby, by the way, is the name of our terrier). Here Mr. Kennedy, after endeavoring to prove that advertising is not a profession, nor yet psychology, literature or hypnotism, but pure salesmanship, turns right round and contradicts himself. He can call it anything he likes as far as we are concerned, but when he tries to prove in his second article that the principle of advertising agencies has been, and is, to bar even printed salesmanship, and just administer the third degree to advertisers before shanghaing them into spending money, it's time to register our kick.

To Mr. Kennedy we would say, in the words of Jeff—"Be Reasonable." If advertising agencies have been a kind of inquisition, where the poor advertiser had no chance, how does he account for the many large business interests in the United States to-day, who practically owe their entire success to the plans of the advertising agencies? He knows many himself without enumerating them.

¶ *The Toronto Daily and Sunday World have a combined circulation of more than*

118,000

¶ *You can get immediate, direct results from an advertisement appearing in both papers.*

Mr. Kennedy goes on to say, "The advertiser's place is understood to be at the Ink Well, writing cheques for advertising—to extend its field, to increase circulation, and to prove a basis for the assessment of advertising agency commissions." If this be true, how about the firms who have high-priced and capable advertising men to direct their advertising policy, and check up the agency? Are these men also controlled by the agency, to help along the good work of writing cheques? Or are they there to see that the advertising brings results?

We would call Mr. Kennedy's attention to a peculiar fact about feeding. Even the trained elephant he speaks of will get sick when overfed. Isn't it reasonable to suppose that advertisers also would soon be very sick of their indoor sport—signing cheques and buying blue sky—if there were no results to warrant it. Advertising agencies haven't gone out of existence—they are bigger, better than ever—and there are more of them. How does Mr. Kennedy account for this? Evidently a successful advertiser is called a "goat" because an agency handles his advertising. Mr. Kennedy may remember the story of Hogan's goat—true, he had to steal Murphy's red flannel to flag the train—but he got results.

The only reason advertising agencies are in existence to-day is that they get results for their advertising clients.

Mr. Kennedy finishes his second article by saying, "Just now I am merely getting ready for the Searchlight, before focusing it." Our closing remark to Mr. Kennedy's article might well be "Toot your own horn, John E., you're in a fog."

* * *

THE FOLLY OF WORRY

THE same brain can't at the same time dwell on work and worry. You can't dare while you despair. Meet trouble half way, make it race after you. There are obstacles in all roads and they are only insurmountable to cowards. No one ever got to the top without a tussle. It isn't so much the quality of a man's mind as the quantity of his nerve, that brings him through. So long as ruin is only a possibility, there is always a chance to escape. Get out of the fright habit and into the fight habit. Many a man has missed a picnic because he was certain a cloudy sky meant rain.—T. A. T.

* * *

ADVERTISING PROTECTS THE MARKET

IN the past few years, there have been many cases of National Advertisers who thought they were big enough to stop advertising. Some of these firms have disappeared completely, others are striving by doubled advertising expenditure to regain

WINNIPEG HAS NO DOG DAYS

During the summer months the tide of business in Winnipeg maintains its strength. Almost before summer is here the great Winnipeg Industrial Exhibition is in full sweep—from July 10th to 20th.

After the Exhibition, business has received such a stimulus that it forgets all about DOG DAYS.

THE MANITOBA FREE PRESS dominates the field in the West, with the largest circulation west of Toronto, 60,212 daily.

Used in company with the smaller dailies of the growing cities of the plain, it is possible to cover the field closely without waste of effort and money by overlapping.

Any Canadian advertising agency is competent to submit estimates and work out plans for such a campaign, valuable alike to all lines of trade.

EASTERN CANADIAN REPRESENTATIVE

E. J. GUY, Canada Life Bldg., TORONTO

their former standing, while the few who realized their mistake before it was too late, are again in the ring and like the postage stamp are determined to stick.

The most remarkable example of this kind was a firm of soap makers. These people made a particular brand of soap which had distinctive qualities and for many years the public heard of this soap, read, marked, learned and purchased, until the firm had grown to such proportions that their products were distributed the world over.

But there came a day after many years' continued success, when this firm decided to do away with this advertising expense and add the amount spent to their profits. They did. For nearly a year nothing particularly startling happened. Then it came in a bunch, retailers absolutely refused to stock, saying they had no more call for the soap and that part of the last shipment was still on their hands. Sales now dropped off to such an alarming extent that after two years the firm was doing only one quarter of their previous business, and what remained was gradually slipping away.

Why was this? is the natural question. The quality of the product wasn't changed, the distribution was just as efficient.

There are two reasons. First, the manufacturer didn't protect his market, and secondly, he had not figured on the "indifference of the public."

At the time this firm stopped advertising, other manufacturers of soap began educating the public to use their particular brands of goods, and they kept persistently at it, until finally the former brand was forgotten, and new ones took its place.

To-day, the firm of our story is spending over double their former advertising appropriation, but whether they can win back even part of the former market seems to be a long gamble. The manufacturers who supplanted them in the public mind are persistently protecting their market by continued and forceful publicity.

Another case worth noticing is that of a certain manufacturer who said, "I have 80 per cent. of the retail business in my line, I will cut off all the advertising." He did. Within eight months, two new firms sprang up in his line, entered his field, helped the retailer by extensive advertising to sell their products after he had stocked them, until at the present day they are, roughly speaking, splitting that 80 per cent. between them, and the man who had the market all his own way, travels for one of them.

Examples of this kind make clear to manufacturers that advertising works two ways. It increases sales, and protects the market, and the man who stops advertising is merely throwing open his market to competition.

EDMONTON JOURNAL

EDMONTON—is surrounded by the finest mixed farming district on the continent.

EDMONTON — is in close proximity to vast coal, mineral and timber areas.

EDMONTON—is served by three great trans-continental railway systems.

EDMONTON—is developing more rapidly than any other city in the Dominion.

EDMONTON JOURNAL—In this field the Journal leads all other daily newspapers in circulation, news and both local and general advertising.

EDMONTON JOURNAL—Sworn circulation **10,953** copies daily audited by the Association of American Advertisers.

Canadian Newspapers, Limited—Journal Branch

M. R. JENNINGS,
Editor and General Manager

JOHN MacLAREN.
Business Manager

East. Representative: E. J. Guy, 61 Canada Life Bldg., King St. W., Toronto

British Columbia's Leading Weekly

The only newspaper to reach every city, town, village and mining camp in the province.

Circulation Over 18,000

We made three thousand new friends in 1911—and of course retained the old.

Well written, splendidly illustrated, and with an attractive make-up, it is preserved in the home—this means your advertisement will be many times read.

We refer to *Economic Advertising* or any of the recognized agencies.

Ford-McConnel, Publishers.

B.C. Saturday Sunset

Vancouver B.C.

OURSELVES

WE want every one of our subscribers, and every Canadian interested in more and better advertising to use our columns for the airing of grievances and the correction of abuses.

We don't want a pyramid of bouquets hurled at our unthankful heads, but your candid criticism equally as much as your good opinion will be always welcomed and appreciated.

We don't know all about advertising by a very long way, and the brickbats which have fallen to our lot at times, have helped us to mend the error of our ways, and have contributed to make our journal more useful and helpful to our readers.

Canadian advertising, though remarkably good in spots, taken on the whole, lacks that vim and vigor which alone can make it the real selling force it should be. Our one aim is to better existing conditions.

Once and for all, let us reiterate that we have no axe to grind—the uplift of the advertising business or profession, or whatever you like to call it is our raison d'être for existence.

And Canadian advertising problems can be looked at and studied through broader-angled spectacles if we are given the kindly co-operation of our subscribers and other advertising men.

Write us a letter *right now* on any subject you would like discussed or on any grievance you would like to have aired.

Send us samples of your own advertising, or any you may have come across for criticism.

Your goodwill we would like to treasure as our most valuable asset, but your candid criticism will help to make us more responsive to your advertising needs and problems.

* * *

LISTEN TO THE MAN WHO HAS DONE IT

SOME of the noisiest advocates of more and better advertising read a great deal more than they work. Their ideas are entertaining but the use to which you can put them is a matter of doubt because they have not been tested by practice.

The man to whom one can listen with the most profit is the man who has *done the thing* and who can tell *why* and *how* he did it, and what happened as a consequence.

Those who study advertising are often tempted to read too much. With such masses of stuff being written about advertising there has to be some distinction made between that which is really and truly useful and that which is merely theoretical and interesting. A very old proverb tells us that *experience is the best teacher*. —E. Y. Watson in *The Adman*.

The Hamilton Herald

Is a Newspaper, not an organ and is

The People's Paper

Largest paid city circulation.
Carries the most "paid" classified advertisements.

Has Been

Famous for Results for 24 Years

Five Millions Appropriated
Five Millions in Trade

The Ontario Government has appropriated $5,000,000 for the development of New Ontario. The work has started with an immediate expenditure of $350,000 along the line of the T. & N. O. Railway.

Are you, Mr. Manufacturer, neglecting the development of your trade in this rapidly growing district ?

Cobalt, Porcupine, North Bay, Haileybury, New Liskeard and Cochrane, purchase over 5,000,000 worth of supplies annually.

This is more than the total government appropriation for development.

Are you in on this trade ?

THE DAILY NUGGET

is the only daily newspaper in this district.

Nugget Offices at Cobalt, North Bay, Haileybury, Porcupine.

Advertising rates on application.

WHAT CONSTITUTES VALUE IN CIRCULATION

By D. O. McKinnon, President of The Commercial Press, Limited

THE question of circulation has in recent years received as much attention from students of advertising as any problem in connection with this business. The first question that arises is the need of an honest statement of the fact as to the number, or quantity, of circulation. When you buy sugar or rice or candies you want to know you are getting full weight; if dress goods for your wife or garden hose for your lawn you insist on full measure. Then why not know what you are buying and insist on getting full count when you buy space in a paper, when the value of that space is so largely gauged by the number of copies printed and the selling power of each copy?

The average advertiser has reached this point. He has found some publishers reliable, some unreliable—and he has tried to pin down to the facts the unreliable publisher. He has got beyond the promises of irresponsible agents, asked for circulation statements, guarantees, and has even tried to examine lists of subscribers. Finally the big advertisers have organized to get an independent audit of circulation from the dailies. The sooner this is done—by all classes of advertisers in the case of all kinds of papers—the better for advertising honesty and efficiency.

The straight-thinking advertiser, moreover, wants to see clear through the problem of circulation, even past the question of mere numbers. Let us analyze the factors that go to make up circulation. First the number of people who *read* a paper. In one paper each copy printed may average five or even ten readers, in another, half the copies printed may go unread. Starting with the number of copies printed we must try to find out

Expansion,
Progress, Efficiency
That is the meaning of the consolidation of the sales organizations of the
REMINGTON
and
MONARCH
TYPEWRITERS
This one greater unit under a single executive control is the
Remington Typewriter Company
THE GREATEST TYPEWRITER ORGANIZATION IN THE WORLD
This consolidation affords our customers an unrivalled variety of product—two distinct makes of typewriters, each of a different type and each the best of its kind. Our regular typewriters, billing typewriters, wide carriage typewriters, adding and subtracting typewriters, etc., cover every conceivable requirement of the typewriter user.
It insures to every present owner or future purchaser of either Remington or Monarch Typewriters the best, the most complete, the most far-reaching, the most efficient service ever provided to users of the writing machine.
Remington Typewriter Company
(Limited)
144 Bay Street
Tel. M. 2556

An announcement that should carry conviction.

how many readers each copy averages, thus we get the total number of readers. Who should make this investigation? Some of the agencies, says the publisher. If he makes it, will it not show bias? Does this not give opportunity to the unreliable publisher to make a showing too favorable to himself? In my opinion the advertiser should make this investigation.

The Woman And the Newspaper

You see her with it everywhere, but she is nowhere more apparent than in the rural districts.

The feminine love of gossip makes her a careful reader of local weeklies—the distance to the neighbors making frequent "calling" impossible.

Your advertisement can appear in upwards of 210 such papers if you use our Rural Ontario Newspaper Service.

Over 210 Papers
Nearly 200,000 Circulation
About 1,000,000 readers

The Wilson Publishing Co. of Toronto Limited
73 West Adelaide St., Toronto

THE
WINDSOR
RECORD
(DAILY AND WEEKLY)

serves a constituency of 60,000 people in the garden of Canada.

It is the only advertising medium covering this desirable field.

John A. McKay, Publisher

PARIS

Paris, Canada, is the best town in the Dominion to live in, the best town to advertise in and the Review is its best read paper. Keyed advertisements will prove results and make business for both of us

Our charge for space is what the space is worth—no more, no less.

In this connection let me say a word for the sample copy. Samples sent to a carefully chosen list of readers will prove almost as valuable to the advertiser as paid in advance subscribers. If the subscriptions have been taken by slick canvassers who make untruthful statements regarding the paper, or if circulation is secured by premiums or prize contests, the average value to the advertiser of each subscription is less than the average value of a sample copy. The sample copy is the lever by which a new paper may be made to give as great or greater service than an old paper is giving. As competition does increase the value of service given by publishers the sample copy is worthy of honor by all advertisers. All these facts in regard to the number of papers sent out should be considered.

Now a word as to quality. By the way, I do not think that word carries the right idea. Purchasing power suggests to the mind the idea to be kept before one.

Purchasing power depends on: (a) A firm's or man's needs: necessities; (b) desires: luxuries; (c) income: ability to gratify desires as well as needs.

No one would advertise furs in a tropical country or straw hats to the Esquimaux. That supplies no need. Nor does it pay to offer $1.50 chocolates in a country store, or fifteen-cent chocolates in the exclusive store. They answer no desire in their locality.

Any paper, like any advertisement, finds its own clientele. A shrewd advertiser will study the editorial purpose of a paper, size up its field and thus be in position to estimate the average purchasing power of its readers. A paper going to merchants or manufacturers, who are exceptionally big buyers, averages very high indeed as compared with a paper reaching the general public. A farm paper, too, goes to comparatively large buyers, for the farmer must be well equipped with implements and tools and well supplied with

A striking introduction of a new product

live stock of all kinds, as well as with the usual household and personal articles that all people buy.

Inasmuch as circulation is made up of readers, a paper is valuable in proportion to the amount of attention given to its advertisements. A dull, poorly printed paper, with advertisements never changed, does not attract attention. On the other hand, an attractively printed paper, with near-

Are You Prepared?

Business is good and is bound to be better for the next several years in Canada.

The best proof of this is shown by the large number of United States manufacturers erecting branch factories in Canada.

The United States business man is keen and far-sighted, and would not undertake this expense unless he saw money in it.

Now is the time to be considering how best to secure the greatest share of the Fall and Winter trade. There will be a lot of money in the hands of the public after the crops are in. Get your share of it.

We are preparing estimates and plans of Fall and Winter campaigns for a number of successful manufacturers. Can we not help you with yours?

Why not write us to-day? It places you under no obligation and will surely save you money.

WOODS-NORRIS, LIMITED

ADVERTISING AGENCY

MAIL BUILDING - TORONTO, CANADA

Advertising Prepared, Designed and Placed

NEWSPAPERS CATALOGUES MAGAZINES
PERIODICALS BOOKLETS
STREET CARS BILLPOSTING PAINTED SIGNS

ly all its ads. well written and full of new ideas, will be closely read every month by those who get it. The live, newsy paper will probably get ten times as much attention as the dull, drab affair.

The life of a paper is also to be considered. You seldom read yesterday's daily to-day, but you do read a monthly time and again before it goes into the scrap heap or as a donation to a lumber camp library. The monthly has a decided value over the weekly, and the weekly equally important merit over the daily in this regard.

The value of a reader as a possible buyer depends, in fairly large measure, on the impulse to buy given by the paper. This impulse is created most effectively by the editorial matter in the paper interesting the reader in your product. For instance, a paper like the *Home Journal* sets your wife thinking about new dresses for herself and the children and about making home more attractive. She is then in the right frame of mind to respond to any advertisement of dress materials, household supplies and such lines.

A magazine like *System* directs your attention to your business methods, your personal efficiency, your office equipment, etc., gets you in the right frame of mind for buying such equipment as adding machines, filing cabinets, card index systems, etc.

This last element in circulation value is worthy of more attention than it gets from many advertisers and agency men. Many campaigns in the farm papers and the trade papers could be strengthened by co-operation between publisher and advertiser. For instance, the advertiser of a line like adding machines might arrange for a series of articles showing desirability of cost accounting, daily balances and other work that entails use of adding machines. When the merchant or manufacturer has just finished such an article his mind is in the best possible condition for an advertisement of your adding machine.

In summing up I would say that the six elements in the circulation of any paper are: 1. The number of papers printed and circulated; 2. Proportion of readers to copies circulated; 3. Purchasing power of average reader; 4. Is field covered what you want to reach; 5. Attention probable—due to life of paper and attractiveness; 6. Psychological impulse to buy created by editorial columns.

These six elements are to be considered in estimating the value of any paper's circulation. The advertiser who asks for the number of paid subscribers and seeks no further data concerning a paper's influence is unfair to himself and unjust to the publisher who is trying to build up a paper with the utmost efficiency as an advertising medium.

* * *

It you haven't anything different to tell, at least tell it differently.

* * *

A line of straightforward copy is the shortest distance between your product and the buying public.

FIGURES TELL THE STORY

The following table shows the volume of advertising carried in the three daily papers in Regina during June, 1912. The **Leader**, as the figures show, led the other papers in all the departments, and in the amount of foreign display had more than the other papers combined.

	Display	Condensed	Foreign
Leader	2129 cols.	198 cols.	357 cols.
Second Paper	1295 cols.	164½ cols.	184½ cols.
Third Paper	1200 cols.	87 cols.	85 cols.

Nor is the **Leader's** supremacy alone apparent in the volume of advertising. The circulation for June averaged 13,271 copies daily, which is at least 5,000 copies daily more than any other daily paper published in Saskatchewan.

The Leader Publishing Co., Limited

REGINA, SASK.

CALGARY

Comes Third in Canada with Building Permits

1.	Toronto	$13,195,271
2.	Winnipeg	11,205,600
3.	**CALGARY**	**8,540,670**
4.	Vancouver	8,132,720
5.	Montreal	8,065,993
6.	Edmonton	7,725,622

THE HERALD covers the field (Calgary and Calgary District), the fastest growing, richest and most go-ahead community in Western Canada to-day. The greatest buyers of well advertised goods on the American continent. **Circulation Sworn to each month, 18,624 copies per day.**

RATES ON APPLICATION.

The Herald Publishing Co., Limited

CALGARY, CANADA

Edgar J. Guy, Eastern Representative, 61 Canada Life Bldg., King St. West, Toronto

THE ADVERTISING VALUE OF THE EXHIBITION

THAT imitation is the sincerest form of flattery has been amply proven by the fact that nearly every Canadian Province and a very large number of States in the Union now hold annual fairs modelled on the wonderfully successful Canadian National Exhibition.

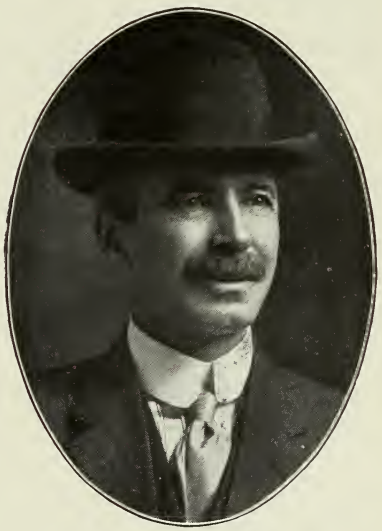
But still the yearly fair held in Toronto in August and September, easily holds pride of position, and this year it has only itself to beat to hold its championship.

Every State that contemplates going into the fair business sends a delegation to study the ways and means whereby Toronto Exhibition is kept at the head of the class, and this in itself must give Toronto a large amount of publicity without expense.

A large amount of further free publicity is given by the railroads in the States, who distribute annually an immense volume of exhibition literature, whilst excursions are run from points as far apart as San Francisco and Portland Maine, the annual attendance of Americans being upwards of 200,000. The reports that this small army of visitors must necessarily carry away with them of Toronto's beauties, facilities and advantages cannot fail to have advertising value of the very best kind.

Then again it is a fact that the British Manufacturer appears to have the idea that the only way to get hold of Canadian trade is to start with an exhibit at the Toronto Exhibition, and this method of introducing British goods has proven very successful in establishing branch warehouses and factories in Canada.

The splendid military bands and the extensive art exhibits from various European countries must convince the centres of ultra civilization that Canada is something more than a land of ice and snow, while the live stock show and athletic contests serve to advertise the Dominion.



J. K. MUNRO
Press Agent, Canadian National Exhibition

That nearly every state in the Union is trying to put on an imitation of the Canadian National Exhibition and is spending big money to do so, indicates that Toronto is doing first class publicity work in running and featuring its annual fair.

DID you know that Alberta was fast developing into a Dairy Province?

Do you know—that there are more pure bred Dairy Cattle coming into Alberta than any other province? One dairy man alone has imported five carloads of pure bred Holsteins in the last two years. Local dairies have paid as high as 42 cents per lb. for butter fat this year.

This means that Alberta farmers have ready money, with which to purchase advertised goods.

Settlers are literally pouring into the province. Are you impressing them with facts about **your** goods?

Your Competitors Are

and first impressions make a lot of sales.

THE HOMESTEAD

will carry your message to these people

It is a weekly paper, and your advertisement will fall on good ground and bring forth fruit.

Write for sample copies of the paper and let it speak for itself.

THE HOMESTEAD
Edmonton - Alberta

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1911, 2,347,656

Weekly Average, 45,135

Hamilton Newspaper Union
Hamilton, Canada

WHAT IS THE BEST ADVERTISING MEDIUM

A Plea for the Daily Newspaper—By J. W. Adams, Manager of the Daily Newspaper Club of New York.

ADVERTISING is the guidance of attention through an agency to an objective. To advertise is to inform. The advertising that most effectively conveys its particular message is best. There are many and variant kinds, from the well-sweep which indicates the well the smoke which indicates the fire, the call of the huckster crying his wares, signs, bill-boards, novelty devices and spectacular displays, to the manifold use of the printed word, which includes the "news items" containing the disguised publicity of the press agent.

The wise business man who wishes to call attention to his goods and who wishes to create a compelling demand for them advertises. There are at his disposal various commercial advertising media, such as: Car-cards, bill-posters, painted signs, electric displays, trade journals, magazines and newspapers. His problem is to select the best.

The producer or merchandiser of to-day accepts advertising as a demonstrated business factor—an integral part of the business machinery—not merely as an outside aid or adjunct. He needs not to be shown the desirability or the necessity of advertising, but must be shown the superiority of one medium over another.

Coupled with a heightened competition among the exponents of the different media to secure each for himself the appropriation of the advertiser, has grown a more intelligent discrimination on the part of the advertiser himself, and a desire for demonstration that would do credit to a Missourian. Nevertheless, there is yet a vast deal of injudicious selection of media. Great and inexcusable blunders are made in this connection.

It is, of course, manifestly impossible in every case to predicate exactly what medium will be best, but in most cases it *is* possible. This is by no means tantamount to an assertion that there is any one medium which is best for all advertising purposes. That were, of course, absurd. But for particular purposes some media are better than others. And generally there is one which is distinctly best for the achievement of the advertiser's specific object.

For the successful advertisement of certain few commodities circularization is the best; for that of certain others, the trade or vocational publication is distinctly the best; for that of a very limited few which depend for their efficiency upon high excellence of color-work, or of quality of paper on which the imprint is carried, the magazine of general circulation is the best.

But for the advertisement of commodities of widespread con-

The Hamilton Times

is one of the oldest and best family newspapers in Ontario to-day. Bright, clean and up-to-date.

ALL THE NEWS

If you are a live wire in the advertising world, you should use the TIMES. Goes into the homes.

BEST RESULTS

Job and Railway Ticket Printing of all kinds done with dispatch. Only good work turned out.

TIMES PRINTING COMPANY LIMITED
HAMILTON - - - ONTARIO

Leaders in Two Strong Growing Cities

The Times
ST. THOMAS
Circulation—Daily, exceeding 5,000; Weekly, exceeding 1,800

The Herald
STRATFORD
Circulation—Daily, exceeding 2,700; Weekly, exceeding 2,600

Each leader in its territory, handsome, well-printed, well-edited, well-featured, strong in local news, among high-rankers in Ontario press.

Circulations almost wholly home-delivered or by mail. Circulation figures are norma , not boomed, and are growing steadily. Each city in 15,000 class, dominating centre of rich, progressive, well-populated district.

YOU'LL BE PLEASED WITH THIS PAIR ON YOUR LIST

The Times Printing Co. of St. Thomas, Limited
L. H. DINGMAN, President

The Stratford Herald Printing Company, Limited
W. S. DINGMAN, President

sumption—the "general consumer commodity"—the daily newspaper is the medium *par excellence.*

The question of the advertiser should be phrased not "What is the best advertising medium?" but "What is the best advertising medium for my particular purpose?" Even though in the vast majority of cases the answer would be "The Daily Newspapers," there are, as I have indicated, special instances in which other media are preferable. In such instances it should be the desire and determination of the newspaper advertising exponent not to recommend his medium. It should be his rule never to do so unless he is honestly convinced that it would be more effective than any other medium or at least as effective as any. Waiving the ethical question involved, there is a two-fold pragmatic reason for this honesty purely as a matter of policy.

In the first place, the occasional advertiser who has been misled into the advertising columns of the newspaper will sooner or later discover the mistake, and will be not unlikely, as a result, unjustifiably to impugn the real efficiency of daily newspaper publicity, and to attempt the dissuasion of the many other advertisers for whose products, unlike his, the daily newspaper is the logical advertising medium. This disappointed, and possibly disgruntled advertiser will have a natural tendency, perhaps sincerely and perhaps disingenuously, to attribute his lack of advertising success to the inefficiency of newspaper advertising, rather than to its mere unsuitability for the advertising of his specific commodity.

Such an attitude is destructive in effect and is potentially harmful.

In the second place there is this reason for the newspaper to decline the relatively small amount of advertising that is not logically newspaper advertising. If the advertising is successful, as it should be, granted that the goods and the merchandising equipment of the advertiser are right—it is by that token an argument of great weight and force to influence and impel other advertisers to do likewise.

This stern avoidance of the opportunist policy, and the cleaving to the policy of creative work, of building for future business, is the wise one. It is the weakness of mere immediacy *versus* permanency. It is, of course, upon final analysis strictly and properly selfish, but it is more intelligently so than that other selfish policy seeking immediate profit in an advertising account regardless of the suitability of the newspaper as its medium. For as the latter policy is destructive, so is the former constructive in its tendency, and in its effect.

Let us assume a concrete case—that of a manufacturer of some food product, or clothing product, for instance. We will take as established the following presuppositions:

1—Honesty, economy, efficiency in the organization; 2—Excellence in quality of goods; 3—Adequate supply of goods; 4—Proper distribution of goods; 5—Desirability

The Field so Thoroughly Covered by The Winnipeg Telegram is one Advertisers Cannot Afford to Neglect

Western Canada has comparatively few industries. Apart from its natural products it is essentially a buying community. Its purchasing power per capita is perhaps not excelled by any other country in the world.

Conditions are now exceptionally favorable for the development of trade. The great influx of settlers means a marked preference for advertised goods, and this valuable good-will can only be sacrificed through the neglect of this great Western market by merchants and manufacturers.

If you want to appeal to this exclusive class, there is no better way than through The Telegram.

Guaranteed Circulation 46,071, DAILY AVERAGE
Farmers' Weekly Telegram over 30,000

There is no duplication in this circulation. Every copy, whether daily or weekly, goes to a separate paid subscriber. In all, over 4,000 post-offices are included in this service.

Flat rate 5 cents—after October 1st, 6 cents a line.

J. B. Rathbone, 43 Victoria St.
TORONTO AGENT

of goods; 6—Excellence in style and method of advertising the goods; 7—Adequacy of advertising appropriation; 8—Right choice of advertising medium.

These eight essential presuppositions are the factors in the equation which will produce the maximum of merchandising success. There may be a measure of success even though some of these factors have not attained their full strength. If the fifth factor in this supposititions case is fully assured that is, if the goods are *desirable*—the remaining problem is to make them *desired*. The vital factor—the one that determines this—is the eighth.

The first seven factors may properly be assumed as fixed, no matter what advertising medium be chosen. On this fair assumption, then, the advertiser should address himself to a proper determination of this eighth factor—that is, the "right choice of his advertising medium." Therefore, it is evident that this is the crux of his whole problem.

In support of the assumption as to the superiority of the newspaper over any other medium for advertising general consumer commodities, probative matter is readily adducible. The manufacturer wishes to induce the greatest possible number of consumers to use his commodity. If his goods are retailed in but few communities, his course is obvious. There will be no question in this case but that local advertising is demanded, and he would have to choose between such media as bill-boards, car-cards and painted signs on one hand, and the daily newspaper on the other. If the advertiser has a truly national distribution he can with a degree of profit advertise in the general magazines. Assuming factor "four" of the equation to mean that the advertiser has *complete* distribution—in other words that *every* really desirable retailer in *every* community carries his goods—then, and then only can he secure the maximum of the general magazines' advertising efficiency. Otherwise, he would be paying for waste circulation, and the waste would be in proportion as the distribution was incomplete.

In the case of the newspaper the situation is different. The advertising can be placed in newspapers whose circulation cover the specific community where the goods are on sale. In other words, newspaper advertising is selective. The newspaper will reach any community that the magazine will. Moreover, it will cover such a community more thoroughly. In any community where he has distribution, he can through the circulation of one daily newspaper reach a larger number of readers than through the combined circulations of the various magazines. Therefore, in the daily newspapers his advertising will be in the medium read by the greatest number of prospective customers. Moreover, in this medium his advertisement is not buried—as it is, to a large extent, in the magazine.

Here is a threefold reason to show that the daily newspaper advertisement is read by vastly

No paper in Ontario has had the growth of the

Kingston Standard

in the last few years. Here is the record:

SWORN DAILY CIRCULATION

1908	**850**	**1911**	**3250**
1909	**1700**	**1912**	**3900**
1910	**2600**	**And Still Growing**	

SWORN SEMI-WEEKLY CIRCULATION

1908 - No paper published at all
1912 - 2150

A growth in FOUR YEARS for the combined papers from **850** to **6050**

THE STANDARD to-day is the most influential paper in Eastern Ontario. IT GIVES ADVERTISERS RESULTS

Standard Publishing Company

KINGSTON - - - ONTARIO

THE SUMMER SEASON

attracts yearly many thousands of tourists to Montreal, affording a vast volume of trade for the wide-awake advertiser.

The Gazette - Montreal

is the one paper to reach this valuable field because it is

THE ONLY ENGLISH MORNING DAILY

in the metropolis and its high-class circulation exerts a powerful influence on the money-spending classes.

The Gazette Printing Company, Limited

more people in any given community than is the magazine advertisement. The daily newspaper reaches every community that the magazine does. Each edition

"Have You a Little 'Fairy' in Your Home?"
White—First, Last and All the Time
Fairy Soap is white and stays white to the last wafer of the cake. That is simply because it is made from choice edible products. Other so-called white toilet soaps turn yellow with age, because they do not contain such high grade ingredients as Fairy.
Fairy Soap is the pure, white, floating, hearty, oval cake of soap goodness.

The 'Little Fairy' always attracts attention.

covers it more thoroughly, and, furthermore, covers it daily.

The daily newspaper, then, reaches many readers who rarely read the general magazine. Advertising which it carries is more likely to be seen. Moreover, its daily appearance gives the advertising not only a "news" flavor, but also its constant daily repetition can make a deep impression through its cumulative effect.

The manufacturer, therefore, can secure greater efficiency at a lower cost by using the daily newspaper in preference to the general magazine. As for car-card, bill-board, painted sign advertising, and the like, these are, at best, but passive reminders. Both the magazine and the newspaper are active reminders; and of the latter two, the newspaper is the more compelling, because it brings the advertiser into the homes of the reader daily. Car-cards, bill-boards and painted signs wait for the reader to go out and find them.

Another advantage which the daily newspaper offers to the manufacturer is the ability to tell his story to the public at the psychological moment—to "strike while the iron is hot." This "quick action" cannot be achieved by the appearance of advertising copy in any other medium.

The daily newspaper also permits the maximum of variety in

St. JULIEN TOBACCO
CANADA
THE favorite throughout the British Empire, and becoming very popular in Canada. St. Julien is the ideal pipe tobacco for quality and flavor. It is cool, smooth and satisfying. It possesses all the qualities that pipe-smokers demand.

Too much illustration and not enough information. Prices quoted would have improved this ad.

appeal, through the possibility of frequent change of copy.

Another vital advantage which the daily newspaper affords the advertiser is concentration of ad-

The Sun

VANCOUVER, B. C.

SWORN STATEMENT OF CIRCULATION

DOMINION OF CANADA
PROVINCE OF BRITISH COLUMBIA
COUNTY OF VANCOUVER TO WIT:

IN THE MATTER OF THE CIRCULATION OF THE SUN

I, Richard S. Ford, of the City of Vancouver, in the Province of British Columbia, Managing Director of the Burrard Publishing Company, Limited, publishers of THE SUN, do solemly declare;

That I have personal access to, and have carefully examined the records of the circulation department of THE SUN, a newspaper of the City of Vancouver, and hereby under oath declare that the average net paid circulation per day from June 1st, 1912, to June 30th, 1912 exclusive, was twenty thousand four hundred and two (**20,402**).

And I make this solemn declaration conscientiously believing the same to be true and knowing that it is of the same force and effect as if made under oath and by virtue of the "Canada Evidence Act, 1893," and amendments thereto.

DECLARED before me at the City of Vancouver, in the Province of British Columbia, this 5th day of July A.D., 1912,

John Stafford

Notary Public

Richard S. Ford

Man. Director of the Burrard Publishing Co., Limited. Publishers of THE SUN.

EASTERN ONTARIO

is a rich and populous district

The Kingston British Whig

covers this territory very thoroughly. It has by far the largest circulation between Toronto and Montreal, outside of Ottawa.

SWORN AVERAGE CIRCULATION

Daily - - 4188

Weekly - - 5341

Shrewd Advertisers always use the Whig to cover the Kingston field.

Write for Rates, or consult any Advertising Agency

vertising. The desirability of focussing publicity on a limited section—that is, one city, or one state, or one group of states—and thereby reducing waste advertising to a minimum, cannot be too strongly emphasized.

The establishment by a magazine—the Monthly Style Book—of sectional or "zone" advertising is a concession to the necessity of concentration, and a tribute to the newspapers' superiority in this respect. What the Monthly Style book can do in one of these "zones" the newspaper can do better, and moreover it can do the same thing in any community or section—no matter how limited in size.

Another advantage which the daily newspaper offers to the manufacturer is the close co-operation with the local dealers through advertising. A manufacturer will often find it desirable to announce to the consumer the names of retailers through whom the advertised goods can be purchased. This can readily be done locally in the newspapers. Obviously, this is practically impossible in the magazine, because of the almost prohibitive cost of the enormous space necessary for the listing in one advertisement *all* the retail distributers in *all* parts of the country. Moreover, by localizing his advertising, the manufacturer is in a position to secure co-operation and advice from the retailers in any given community, and the benefit of their merchandising experience, has, in many cases, contributed largely to the manufacturer's success.

To the defects or deficiencies of other media, only allusion has been made. There is much which might be said in this regard. However, the protagonist of daily newspaper advertising has no need to engage in extended destructive criticism of other media. Just as he frankly believes in and concedes the superiority of the trade or vocational journals for the advertising of goods designed for use or consumption by the special or restricted class in which such media circulates, just so does he frankly believe in and submit the superiority of daily newspaper advertising for goods

-And DON'T Forget the Maple Buds, Grandpa!"
COWAN'S MAPLE BUDS
Shopping is only half done if you forget the Maple Buds. Children must have sweets. Their little natures crave for dainty sweet things. Bad for them? Nor Cowan's Maple Buds. Pure milk, pure sugar, pure chocolate. What could be more nourishing and wholesome? What else could made them such favorites with intelligent mothers? Make the children happy. Give them sweets you know are good. Put Maple Buds on your shopping list.
THEY'RE NOT MAPLE BUDS UNLESS THEY'RE
COWAN'S MAPLE BUDS
The COWAN CO., Limited TORONTO, Ontario
COWAN
202

A strong 'purity' appeal, well-conceived.

manufactured for use or consumption by the general public.

It is so logical as to seem almost axiomatic to sum this up by saying if you wish to sell a steam shovel, or a printing press—advertise in the trade journal; and if you wish to sell a general consumer commodity—advertise in the medium that the general consumers read, The *Daily Newspaper.*

There is no best advertising medium for all purposes. For this purpose, however, The Daily Newspaper is the best.—*Publishers' Guide.*

Eating Its Head Off

Printed matter that is not sufficiently attractive in appearance and literary style to be read, and read thoroughly, is like a horse that eats more than it earns.
Is your literature being read, or is it "eating its head off"?

Anything in the printing line that bears the Acton imprint, and has had the benefit of the complete Acton service, has a "pull" to it that is bound to result in an increase of business.

With Acton service you get everything that goes to make your literature a veritable salesman. Experienced artists, designers, copy-writers, compositors, pressmen and bookbinders, with the latest ideas, appliances and machinery, combine to give you printing worth while—printing that talks. Shall we send a salesman?

Acton Publishing Co., Limited

TORONTO:
1229-31 Queen Street West

MONTREAL:
Coristine Building

RECENT AD.—GOOD AND OTHERWISE

By The Captious Critic

THE copy writer who at the outset has such a distinctive feature to write about as the circle water pan in the "Good Cheer" Warm Air Furnace is indeed a lucky man, for too often the difficulty is to find any feature at all on which to hang one's argument.

We all know that the parched blistering air too often found in our homes in winter time is bad for the inmates, bad for plants, and bad for furniture, and it is the Circle Water Pan which claims to lead the way in providing the warm air with the necessary moisture.

The moderation in the claims

Good Cheer
WARM AIR FURNACES
THE SECRET OF THEIR POPULARITY
CIRCLE WATERPAN KEEP IT SUPPLIED
EVEN WITH THIS BIG 6 GALLON WATERPAN WE DO NOT PROMISE HIGHER THAN 55% HUMIDITY THE ORDINARY WATERPAN AFFORDS FROM 18 TO 25% NORMAL HUMIDITY OUT DOORS IS ABOUT 70%
SEE THE POINT?
OUR FURNACE LITERATURE IS BOTH INTERESTING AND INSTRUCTIVE — MAILED ON REQUEST
The James Stewart Manufacturing Company Limited.
WOODSTOCK, ONT. WINNIPEG, MAN.
No. 3

made is praiseworthy—the ad. does not claim for the water pan that it will deliver the air as humid as outdoors, but it points out forcefully the large amount of moisture it will deliver.

Ads. like these should attract considerable attention from those about to instal furnaces in anticipation of the winter.

* * *

The little Dutch Girl chasing dirt is probably one of the best known of advertising illustrations,

What's the time? NOW is the time to try
Wolfe's Schnapps
The most wholesome spirit obtainable, and the very best stimulant for general use. As a pick-me-up tonic, and digestive, WOLFE'S SCHNAPPS is always opportune. Before meals it gives a zest to the appetite and sets the digestive functions into healthy activity; exercises an entirely beneficial effect upon liver, kidneys and other organs.
Invaluable for stomach disorders. WOLFE'S SCHNAPPS should be kept in every house
Obtainable at all Hotels and Retail Stores.
GEORGE J. FOY, LTD., TORONTO.
Distributors.

and now the same country furnishes a near relative of hers in the advertising of Wolfe's Schnapps.

But I am not sure that the caption in the ad. reproduced is altogether happy. If "now" (1.30) is the time to take Wolfe's Schnapps, according to the clock illustrated, the inference seems to be that this particular brand of

"square face" will not prove equally beneficial at 2.30 or any other time.

Apart from this criticism, the ad. must be acknowledged a good eye-catcher, and the reading matter is just long enough and sufficiently snappy to be easily digested.

One other little point—is it generally known that Schnapps is a Hollands gin? We believe that to be the case. Perhaps a little information to this effect would increase the value of this ad.

* * *

The advertising in the Daily Press gotten out by the Office Specialty Manufacturing Company

"Big Business"

UNDOUBTEDLY the trend of commercial life is toward big business. "Consolidation" and "merger" are words for everyday use. And the bigger a business becomes, either from its individual efforts or by joining with other concerns, the greater is the necessity for accurate records of the transactions and operations of the various departments.

Concentration of effort and elimination of waste energy are the outstading features of "Office Specialty" Saving Systems. We have devised Systems for handling in a simple and effective manner every detail of office routine. Our Filing and Record Keeping Systems are the result of ripe experience covering over twenty-five years.

Our representatives are trained in office methods and our System literature is valuable to every office man. Either will be sent upon request.

MAKERS OF HIGH GRADE FILING CABINETS
OFFICE SPECIALTY MFG. CO. LIMITED
AND OFFICE FURNITURE IN STEEL AND WOOD

97 Wellington Street W., TORONTO

Branches: Halifax, St. John, Quebec, Montreal, Ottawa, Hamilton, Winnipeg, Regina, Calgary, Vancouver.

is uniformly good, and the ad. under review is no exception to rule.

The trend of modern business towards consolidation and mergers is cleverly made use of, and the accompanying necessity for accurate records which shall be readily accessible is well brought out.

The illustration, though simple, brings out in a forceful manner the neat appearance of an office equipped with Office Specialty cabinets, and the lay-out could hardly have been improved upon.

I imagine that this kind of dignified yet informative advertising is making a strong appeal to the business man.

* * *

In the Hartford Suspension Company's Ad. reproduced by the

Eliminate these Road-Bothers for good
The Truffault-Hartford Shock Absorber Points the Way
IT'S delightful—the ease with which the Truffault-Hartford-equipped car glides over these many road irregularities.
There is no jolt or jar, no discomforting swaying or pitching.
With Truffault-Hartfords attached, the springs of the car perform exactly as they would under normal road conditions. But the
Truffault-Hartford
SHOCK ABSORBER
does more than make your car comfortable to ride in on every road. It guarantees tougher tires like by keeping the wheels constantly on the ground instead of pounding them to pieces. It saves the car—relieving those damaging jolts and jars that shake the car to pieces and take all the pleasure out of motoring.
It lessens the strain on the engine and the mechanism by eliminating the rocking and wrenching effect of jolts and jars.
It makes riding easier, as it permits of higher tire pressure—hence greater speed.
The Truffault-Hartford, at the price, is a shock absorber which successfully controls all spring action. Its efficiency is unquestioned. Its mechanism is simple and positive. Scientifically correct in principle, it is unexcelled for quick action and durability.
Let us tell you more about this device and how it will improve the riding qualities of your car. Send for booklet. Think why we are including the Truffault-Hartford in the price of our standard equipment of high-class cars.
Four Models—$60, $45, $25, $15.
15 Years "Weeding Out" the Inefficient
Since 1897, when we first conceived the idea of the Shock Absorber (we were before the device was generally known to the public at large) it has undergone many changes. Improvements have been made from time to time, new parts with numerous other features including the wedge, cushion, hydraulic air-cylinder, semi-spring, spiral-spring and spring-cylinder etc. etc. we have presented to the public as far as I must no other principles which would fall short of the requirements of the Shock Absorber, perhaps and this is mentioned that the public may take advantage of the knowledge gained at great expense during a period of 15 years.
Our new catalogue is worthy of your attention. Let us send you a copy
HARTFORD SUSPENSION CO.
EDW. V. HARTFORD Pres.
174 Bay Street
Jersey City, N. J.
BRANCHES
New York, 1700 Broadway and 215-21st Wm. 49th Street
Boston, 225 Columbus Ave. Philadelphia, 1431 Vine St.
Chicago, 1458 Michigan Ave. Newark, 288 Halsey Street
Kansas City, 1634 Grand Ave. Detroit, 870 Woodward Ave.
CANADIAN AGENTS,
JOHN MILLEN & SON, LTD.
Montreal
Toronto
Winnipeg
Vancouver

simple expedient of crossing out the pictures of car tracks, cobble stones, ruts and other irregulari-

ties common on most roads, the copy writer draws forceful attention to the merits of the Truffault-Hartford Shock Absorber.

And not only is the added comfort which is gained by riding in a car equipped with this shock absorber well brought out, but the economic value of the contrivance is also featured.

Perhaps if fault at all could be found in this attractive ad., it lies in the fact that too little stress has been laid on the latter features.

Surely the "benefits to the engine and mechanism by eliminating the racking and wrenching effect of jolt and jar" and the "lower tire bills and fewer mechanical repairs" are worthy of greater display than is possible with 6-point type "run on."

The panel describing the 15 years of "weeding out" the inefficient contrivances has real good advertising value.

Altogether, the ad. in question is a highly commendable piece or work.

* * *

The Chiclet ad. reproduced has got me guessing, and unless some kind friend comes along with a solution, I am likely to remain in the dark as to the purport of the illustration. I may be ultra-dense, but—just ask yourself—what have four naked cherubs with grasshoppers' wings got to do with chewing gum.

Reading down the ad. I get some valuable information I did not have before on the different varieties of mint, and also I learn that the chewing habit is a sane and medically-recommended one.

But in the smallest of type at the foot, here's something about birds! Can it be that the duck in the illustration has some connection with this paragraph?

In the Captious Critic's humble opinion, this is one of the most

Thousands of people chew Chiclets who would not use any other chewing gum. Dainty morsels of the finest chewing gum crisply coated with the pearly peppermint. Not the horse-mint or the swamp-mint—but Mentha piperita — the peppermint — the true mint — delicately fragrant — cooling and salutary.
Chiclets
REALLY DELIGHTFUL
The Dainty Mint Covered Candy Coated Chewing Gum
Chiclets for Invalids.—Prominent physicians recommend the chewing of Chiclets for patients of all ages. Chiclets are especially grateful in fevers. They refresh the mouth and throat—allay thirst—obviate the drinking of too much liquid. An aid to digestion—a tonic for the appetite. The refinement of chewing gum for people of refinement.
Look for the Bird Cards in the packets. You will find one beautiful bird picture in each packet of Chiclets. Send us any fifty of these pictures with ten cents in stamps and we will send you — Free — our splendid Bird Album.
For sale at all the Better Sort of Stores for 5c. 10c. and 25c. Packets.
CANADIAN CHEWING GUM COMPANY LTD
Toronto

foolish instances of dollar burning that has appeared in the press for a long while.

* * *

The large furniture houses of which there are a number in all the big centres of population, are

consistent and heavy users of daily newspaper space, and as a rule these ads. are meritorious, both in copy and in layout.

The one reproduced of the Bedell Furnishing Company is no exception to the rule, and strikes us as being particularly effective.

It is well balanced with just enough illustration to relieve the monotony of the text without overcrowding.

The special features are well displayed, and the references to the parlance of the baseball diamond is opportune and likely to attract attention.

We should imagine that such sane and attractive publicity as this is, must prove productive of the very best results.

PROBLEMS OF DISTRIBUTING EXPLAINED

By Andrew Ross, Sales Manager of Kellogg's Toasted Corn Flake Company—Extracts from Address Delivered at Central Division Convention A. A. C. of A. at Toledo, June 12th, 1912.

WHEN we adopted the policies which now control the business of our company and decided to submit every business problem to the square deal test and to hew closely to the line, the plea was derided as being impractical and visionary, but we are getting away with it and with this policy firmly established in every feature of our business, we have built up as substantial an institution as any man's heart could desire.

In our business, the food business, and in our dealings with the grocery trade, our conception of the square deal is this—that our first and most vital purpose is to give to the consumer, the people for whom we make the goods, the best food we can produce at the smallest price we can profitably accept; that the jobber and retailer, who distribute our goods to the consumer, must be paid an equitable price for their services, and that every jobber is entitled to the same treatment as every other jobber and every retailer to the same consideration as every other retailer.

I consider national advertising as one of the greatest of all influences if not the greatest, in the development and encouragement of the square deal in business There are several reasons for this. In the first place, national advertising has bridged the chasm which has existed in the years past between the manufacturer and the consumer. The manufacturer now meets his customer face to face and talks to him, becomes intimately acquainted with him, studies his needs and requirements and values above all things his friendship and confidence. He knows that this confidence is his greatest asset. Without it his advertising would soon become unprofitable and his business would fail. He must give the consumer all he has a right to require. More than that, he must even measure up to the consumer's fondest expectations, and to do this he must watch closely the two main points of his business —production and distribution. He must employ the best obtainable products, the most skilled workmen and the most modern and perfect processes. In short he must do everything possible to make a product which cannot otherwise than satisfy the customer.

Problems of distribution vary with different businesses. In the grocery business there are some 350,000 retailers and there are some 2,500 jobbers. No manufacturer, it may be safely said, can profitably deal with the 350,000 retailers in the grocery trade direct. The administration expense of carrying this terrific number of accounts on his books, the loss in bad debts, and the cost of the army of salesmen and collectors that would be required would treble or quadruple his cost of doing business and add consequently to the burden of the consumer.

THE JOBBER IS NECESSARY

I don't know how it may be in other lines but in the grocery trade this talk of eliminating the jobber is all plain rot. There is considerable talk in the trade of what is called the trinity of trade, the manufacturer-to-jobber-to-retailer chain of distribution. We believe in it and we believe in the jobber and the retailer as distributers and because we believe in the jobber, we do not sell our goods over his head to preferred retailers. We need a distributor and so we give him all our distribution—100 per cent. of it. There are a great many retail stores, particularly chain stores, in the country, to which we could profitably sell direct. I use the word "profitably" in a limited sense. But when the manufacturer has sold every one of these big stores direct he will find that 90 per cent. of his distribution is still through jobbers to the great army of small retailers. We don't believe in depending on the jobbers for 90 per cent. of our distribution and then taking ten per cent. of their very best trade away from them. One cardinal point of our conception of a square deal in the grocery trade, then, is 100 per cent. distribution through jobbers.

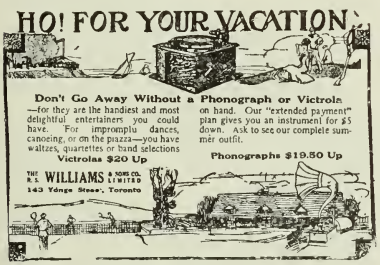
But this thing of the square deal is not a jug handle affair. There are two sides to it. If the jobber wants us to play fair with him we have a right to expect that he shall play fair with us. If he asks the manufacturer of a trade-marked, advertised brand to intrust 100 per cent. of the distribution to him, the manufacturer of the trade-marked ,advertised brand has the right to expect that the jobber will intrust 100 per cent. of the manufacturing of that trade-marked brand to him. We have no quarrel with honest, straightforward competition with other manufacturers, but when the jobber goes into the business of distributing his own private brand of corn flakes, thus competing with the very interest which economically he is supposed to serve, then we certainly have a right to loud and sustained protest.

We have made that protest, gentlemen. We have made it very vigorously and we have gotten by with it. We do not sell a single case of Kellogg's Toasted Corn Flakes to any jobber marketing a private brand of corn flakes. There are just an even dozen of them off our books. Some of them are the biggest jobbers in the United States. We miss their business and we hope they miss ours, but in spite of it all we have to-day what we consider virtually a perfect distribution and we are getting and giving a square deal.

We believe in treating every jobber or every retailer exactly alike and accordingly every jobber pays the same price and makes the same profit on our goods as every other jobber. The same is true in the retail trade. We believe in equal rights to all and special privileges to none and have in our business no free deals, no quantity prices, no rebates. Free deals and rebates are illegal in the railroad business and people get arrested for giving them if they are found out. I believe they are just as great an evil in any other line of business only they haven't been legislated against. The free deal is solely a loading device. Its one purpose is to load up the dealer with as large an order as the traffic will stand. With a perishable product, such as a flake food, it seems to us that even if the free deal were not wrong in principle, it would be a peculiarly fatal policy to adopt. We bend every effort

THE Publishers of Economic Advertising have the name and address of an advertising man who would like to meet the publisher of a newspaper who requires the services of an advertising man who has learned through experience, hard work and natural ability how to create and develop business, a man who knows the foreign field. He has over twelve consecutive years' experience and can bring to you a valuable clientele, backed by the ability to control, handle and increase it as well as the profits. Arrangements can be made so that he will come in time to get your fall business in hand. He is 32 years of age and married. You can get in direct communication with him by addressing 160, c/o Economic Advertising.

in our business toward procuring the most normal distribution and toward avoiding any overstock. To this end we have no storage at our factory. Every case of goods we make goes direct into the cars. We consider it vital to our interests to get our goods into the hands of the consumer in the shortest possible space of time. Think, then, of the effect of a merchandising practice, the sole purpose of which is to load up the retailer with as many goods as he can be induced to buy—goods which must stand on his shelves for weeks and months


HO! FOR YOUR VACATION
Don't Go Away Without a Phonograph or Victrola
—for they are the handiest and most delightful entertainers you could have. For impromptu dances, canoeing, or on the piazza—you have waltzes, quartettes or band selections
Victrolas $20 Up
on hand. Our "extended payment" plan gives you an instrument for $5 down. Ask to see our complete summer outfit.
Phonographs $19.50 Up
THE WILLIAMS PIANO CO. LIMITED
143 Yonge Street, Toronto

A strong holiday appeal.

before they are disposed of, if, in fact, they are ever sold at all.

The free deal or the quantity price places a vast advantage in the hands of the big store with increased buying power over its small competitor. In this way it is a builder of monopolies and an enemy of the small dealer. It is an encouragement for price cutting and invariably has a demoralizing influence.

THE PROTECTED PRICE

We consider that it is not only the right but the duty of the manufacturer of an advertised, trade-marked article to protect the selling of his goods. He is responsible for attending to the best possible distribution of his product to the consumer. His distributors, the wholesale and retail merchants, cannot be expected to give his product the attention which it should receive unless they are fairly paid for their services. With a non-protected price article, price cutting is inevitable and, price cutting being contagious, a sudden epidemic of it is likely to be fatal to almost any business. And when the business of manufacturing and distributing a desirable article succumbs to it, the manufacturer, the dealer and the consumer are all losers.

These, gentlemen, are only a few of the cardinal points of the square deal in merchandising, as we see it. It spells better service for the consumer and it means the salvation of the small dealer —the little store on the corner. I believe that God loves the little grocer or he wouldn't have made so many of them. The big fellows kick once in a while and some of them kick like a bay steer and, in a way, we don't blame them, for it's their inherent privilege to kick, but it is our privilege, too, as manufacturers, to treat everyone alike. Speaking from the manufacturer's standpoint, I know from experience that the Square Dea in Business pays.

* * *

The one qualification necessary to build great enterprises is *thrift* and carefulness bordering on parsimony.—*Furniss.*

ADVERTISING SUMMER BEVERAGES

By D. MacDonald

BY far the most prominent feature of the summer advertising in the Canadian Daily Press is the advertising of summer drinks, and the ads. of beer and ale are easily the most numerous in this class of advertising.

Taken as a whole, it must be admitted that this current advertising now under review reaches a high standard of excellence, and a few criticisms of the specimens reproduced will not be out of place.

In some of the Ale copy events of the moment have been well played up—the baseball game, yacht race and canoe regatta,—whilst capital has also been made out of the remarks of a leading medical man in favoring the moderate use of beer and ale, and from a newspaper paragraph stating that light beer is supplanting wines and other liquors in court and society circles.

But, with a couple of exceptions, we look in vain for any advertising of non-alcoholic beverages, and there surely must be as great possibilities for the manufacturer of temperance drinks as there are for the brewer when it comes to a question of newspaper publicity.

Strong black and white treatment in most of the ads is a noticeable feature, though, perhaps the heavy blacks, especially in the Carling advertising—are a little overdone.

By a clever play on words, or rather we should say, the coining of a new word, the Hamilton Brewing Association have gotten out an ad. which catches the eye very readily:—"Realize the day is Hot? Regalize, Kind Sir?" This is the kind of catchy caption which has good advertising value

Realize the Day is Hot?
Regal-ize, Kind Sir!
Why
Not?
Regal
Regal
SPELL IT BACKWARDS
Get the best out of the hot days—cool off with Regal Lager in the evenings, and sleep soundly and with full refreshment. Regal is the Lager that is carefully brewed under correct sanitary conditions. Heat-weariness and depression vanish when you use Regal Lager. Realize, and—Regal-ize.
at Dealers, Leading Hotels and Cafes
Have a Case Sent Home To-day
The Hamilton Brewing Association, Limited
HAMILTON, CANADA.
If your Dealer can't supply you, telephone Toronto, Main 3681 or Hamilton, 437
We will see that you are supplied.

in hammering home the name of the product, and the remainder of the copy is snappy and just long enough to be informative. There is nothing very striking about the cut—in fact it is commonplace, but the clever slogan "spell it backwards," so forcefully

connects up the word "Regal" with Lager Beer that illustration could almost be dispensed with.

Dalton's Lemonade ad. is one of the few temperance drink ads. we have been able to find, and for a small ad. the space has been very well used.

The illustration, simple, yet effective, emphasizes the point that this lemonade is made from fresh lemons only, that it is not a chemical preparation, and that it contains no tartaric acid. And when you realize that a ten cent bottle will make a gallon of good fresh lemonade, you must surely want

HOT ? ?
Dalton's Lemonade
For those hot, sizzling days, nothing so refreshing as Dalton's Concentrated Lemonade. Made from lemons and sugar only. Guaranteed free from Tartaric Acid. Sweetened and ready to serve.
1 bottle makes half a gallon.
Try it once and you will never again make lemonade in the ordinary way.
10c. ALL GROCERS AND DRUGGISTS

to try Dalton's to find out if they can make good their claims.

We have seen considerably better advertising by the Carling people than the ad. reproduced, which is heavy and not particularly well set. It has the virtue, however, of emphasizing the firm's name, but the bottle and glasses on the table stunt has been done to death, and surely by this time has earned a decent burial.

As in several other ale ads. which we have noticed, emphasis is laid on the fact that Carling's is an aid to digestion, and is easily assimilated, and this is undoubtedly a good point to feature.

The shape of the mortised space does not strike one as very pleas-

ing, and there is certainly room for improvement in the display.

The Coca Cola Company are so well known as original and effective advertisers that commendation is unnecessary, and the ad. reproduced is no exception to the rule.

The old oaken bucket at once brings to mind the picture of a countryside with the pure well water free from all contamination, and the inference naturally is that Coca Cola rivals in purity and quality the contents of the country bucket.

"Teeming with palate joy"—here's a phrase you will have to go a long way to beat. I am going to store it up and spring it on an unsuspecting public as an original creation at some future date.

One little comment. I don't know if the Coca Cola people were the first advertisers to make use of the arrow, but seeing that the arrow is in such general use nowadays to draw attention to some

particular name or feature, it seems to me that the slogan "whenever you see an arrow,

The Old Oaken Bucket
Filled to the brim with cold, clear purity —no such water nowadays.
Bring back the old days with a glass of
Coca-Cola
It makes one think of everything that's pure and wholesome and delightful. Bright, sparkling, teeming with palate joy—it's your soda fountain old oaken bucket.
Delicious—Refreshing Thirst-Quenching
Demand the Genuine—Refuse Substitutes
THE COCA-COLA CO.
TORONTO, ONT.
Whenever you see an Arrow think of Coca-Cola.
Free Our new booklet, telling of Coca-Cola vindicators at Chattanooga, for the asking.

think of Coca Cola" must have lost its force this time.

The Reinhardt ad. reproduced, catches the eye at once with the view of the bleachers and the distant diamond and grand stand. Here's good advertising, taking advantage of the keen interest manifested in the local ball team to turn the steps of the throat-weary fan to the buffet and Sterling Ale.

A just criticism of this ad. is that there is too much display type, but altogether it is a very creditable production and must have attracted a lot of attention. The Sterling mark stands out much more boldly in the original than it does in the reproduction.

O'Keefe's Pilsener Lager with a strong human-interest illustration, relies on a play of words

for its caption, "A case of good judgment."

The object of the text seems to be to draw attention to the superiority of O'Keefe's over imported lagers but for once in a way the copy man has omitted this firm's catchy slogan, "If it's O'Keefe's—it's O.K."

The ad. is carefully set and stands out well.

Ever since the news advertising

O'Keefe's
PILSENER LAGER
"A Case Of Good Judgment"
is Driving Imported Beers Out of Canada.
THE O'KEEFE BREWERY CO., LIMITED, TORONTO.

of Kuntz was started last year, the man with the flags, and the

peculiar border have been used, with what results I am unable to say. Personally speaking, I cannot tell you what the signaller has to do with the beer. Perhaps the illustration intends to convey the idea that Kuntz products have been a "Signal" success, but there may probably be some other hidden meaning, which would have greater

advertising value if it were allowed to see the light of day.

Apart from this criticism the ad. appearing in good big space is attractive, and the description of the two Kuntz specialties is readable and well set.

There are several other brewing houses using regular space in the daily press, these beer advertisements compare favorably with those of any other commodity now seeking publicity in the newspapers.

Be Reasonable

IF 20,000 people bought your goods and you make only five cents on each sale your profit is $1,000.

$1,000 isn't to be laughed at,is it?

The Watchman-Warder (weekly), *The Daily Warder* (afternoons), are read by 20,000 people of Victoria County each week.

These people spend from $300 to $500 each year, mostly for advertised goods.

You want this business.

Then place the above papers on your appropriation list and send along your copy.

PUBLISHED AT
LINDSAY, ONTARIO
Allan Gillies, Proprietor

What's the Matter?

In Brockville there are 2200 people who daily read

Recorder Advertisements

and buy advertised goods.

Why aren't you getting your share of this business?

It's Here—Get After It.

THE
RECORDER

will help you. Put us on your appropriation lists.

If your goods are fit for Brockville people use ***The Recorder.***

The Recorder Publishing Co.
Brockville, Ont.

CANADA MONTHLY

WHY

It is unequalled as a medium for reaching the homes of the intelligent and well-to-do class of Western Canadians.

BECAUSE

FIRST—The editorial policy is unsurpassed; the writers the best in Canada and the United States.

SECOND—90 per cent. of its circulation is home, paid-in-advance circulation.

THIRD—Its department for women insures its being read by the entire household.

FOURTH—All stories, articles and art matter are exclusive and original.

FIFTH—The territory covered (Western Canada), is the richest per capita in Canada—the readers the most progressive and well-to-do, also many other reasons that will bear investigation.

Vanderhoof-Gunn Co., Limited, Publishers

LONDON TORONTO WINNIPEG CHICAGO

The

Evening Journal

of St. Catharines

GROWING

Daily Average Circulation for 1911, Guaranteed

2,809

¶ Covers entire Niagara Peninsula, one of the richest districts in Canada.

It Brings Results

IMPROVING

The Journal of St. Catharines

LIMITED

J. M. Elson, Managing Director

112 St. Paul St., St. Catharines, Ont.

The Peterborough Examiner

Offers you the most economical and effective advertising service procurable in the county of Peterborough.

Daily and Weekly Circulations over

6,500 Copies

Write for Rate Card

The

Peterborough Examiner

Peterborough - Ontario

BUSINESS BUILDING

By A. F. Sheldon, Formulator of the Science of Business Building and Editor of "The British Philosopher."

WHAT is the greatest power in business?

The regulation answer is, money-power.

In the light of the law of cause and effect the answer is incorrect.

The correct answer is this, the greatest power in business is man-power.

Money is effect, service is cause, and man is the cause of the service. In this sense then, service is effect only. It is the Cause of Money being made, but man makes the Service.

Destroy all the money in the world, and leave man, and man will make more money.

Destroy all the masterpieces of art, of sculpture, of literature, the marvelous inventions of this wonderful age, but leave man, and he will recreate and rebuild it all.

Destroy all the man-power in the world and this earth will become an unpeopled wilderness—a dead waste. It cannot be otherwise; for man is the life of the world. He is the creator, the builder, the artist. Man is the invention of God, but commerce, art, and science are the inventions of man.

I bring the question of man-power so persistently and prominently before your view, because, while the Science of Business Building embraces the Science of Service, the Science of Profit-Making, it is pre-eminently the science of man-building.

Think of the greatest business institution with which you are intimately acquainted. Having it clearly in mind, now think again, and imagine that in one day by flood and fire and panic all its property could be destroyed, but that everybody, from porter up to president, stood together, shoulder to shoulder, and bound by hands of loyalty, said, "We will hold our organization intact. We will live on bread and water, if necessary, for sixty days. We will not disband. We will start all over again."

You, as well as I, know that with its man-power unbroken, its management could go to the money marts and command the capital to start all over again. Why? Because the money-powers would know that their loans would be repaid—yes, and with interest—by an organization, however bankrupt in funds and material equipment, with such splendid man-power behind it.

But suppose that death should strike dead every one from porter to president, thus destroying all its man-power, what would become of the business?

When we say a nation is great, we mean the men who constitute the nation are great. When we say a business is great, we should mean the men who run the business—the men who provide the service.

The Standard

¶ Six columns of classified ads daily show the popularity of the Standard.

4,300 Papers Daily

going into the homes of people who have ready means BRING RESULTS.

¶ Nothing but clean advertising accepted. No liquor nor objectionable patent medicine ads will be published.

¶ The Standard is a clean result producer for clean advertisers.

¶ The paper that is read in the home.

□ □ □

St. Catharines - Ontario

Economic Advertising

will most effectively cap the efforts of your advertising manager and solicitor to get business for your paper.

It goes regularly into the offices of our leading National Advertisers, reaching a class of desirable customers you may have failed to land, or of whose existence you are unaware.

Use its columns regularly !

It will pay you well !

Economic Advertising

The Canadian "Printer's Ink"

Mail Building TORONTO

ORDERS FOR OUR

OUTSIDE Back Covers for 1913

ARE NOW COMING IN

Advertisers wishing space in the **Canadian Courier** in this position, which we consider to be the very best position in the paper for most advertisers, will need to send us their reservations at their earliest convenience.

All of this year's covers are sold . In fact with a half-dozen exceptions they were all sold by the first of the year.

Consequent upon the growing appreciation of colour advertising in back cover position all of next year's covers will without question be sold within a few weeks.

Early action is urged if we are going to be able to serve advertisers wanting this position. The value of our back covers must be obvious when it is considered that the **Canadian Courier's** circulation is

25,000

Guaranteed and Sworn To

We have special facilities for the preparation of colour advertisements, including the making of all cuts necessary.

Complete information on request.

THE

Canadian Courier

The National Weekly

TORONTO

So, then, while Business is man-power plus money-power, in final analysis it is one power only—man-power.

Make the man-power right, and the money-power will have to be right.

The first thing to do is to recognize the value of man-power. Recognize the fact that it is the most valuable thing in your business; then recognize the fact that you are a teacher.

Approximately ninety-eight per cent. of the world are employed by the other two per cent. The two per cent. are therefore consciously or unconsciously teaching the ninety-eight per cent.

Many employers are conscious of the fact that they are teachers—Teachers of the Science of Service to their employes. Such men are the Master Business-Builders. May we have many more of them. They are leaders in progress.

By words and by deeds all employers are teachers. When the president is talking to his managers he is teaching them from the ripeness of his experience. When the sales manager is writing to the salesmen or sending them bulletins or talking to them individually or in convention assembled, he is teaching them—imparting to them the results of his knowledge of the goods and conditions governing the sale of goods. When the chief accountant checks up the bookkeepers under him he is able not only to point out their errors, but to teach them better systems to avoid future errors. When the department head—it matters little what department he heads—goes over the work of his assistants and subordinates, it should not be so much to condemn them for errors, as to impart to them a better way of doing things—a better way of rendering more efficient service—hence of building business.

Ever the man above should teach the man below. If not, what right has he to occupy a higher, more lucrative position? Does the private get the pay of the general? Or the sailor of the admiral? No; because the latter knows what the first knows, plus.

But suppose the general or the admiral fails to train—to teach his men—to impart his "plus" knowledge—so that they fail to become masters in the art of war—each according to the position he occupies—and a battle should take place, would he not invite disaster and personal disgrace?

There is a limit to what every man can do himself; but he can multiply his power a hundred-fold, a thousand-fold, by becoming a teacher.

Mr. Employer, it is up to you not only to make yourself efficient; but every employe, however subordinate he may be, a post-graduate in the art of rendering Service. There is no man who cannot render some Service to the world, and every man, woman and child in your employ, Mr. Businessman, must be made to serve—and serve well—if you want your business a success.

Every employer is striving for one thing—efficient service. And two essentials are necessary.

What the West Offers as a Market

British Columbia The home of the great Timber Limits, Large Mills and Woodworking Plants which command the admiration of the world. The finest and most prosperous fruit farms to be found anywhere.

Alberta, Saskatchewan, Manitoba "The Prairie Provinces." The greatest grain growing area in the world: the Mecca of 500,000 new settlers this year. Harvested in 1911 a grain crop valued at $250,000,000. Conditions most favorable for the biggest crop in the West's history this year.

Northwestern Ontario From the twin ports, Fort William and Port Arthur, west to the Pacific Ocean, remarkable development is to be seen everywhere. "The Head of the Lakes," country is keeping pace with the rest of the West in rapid but substantial development.

Building Operations West of the Great Lakes in Canada, building and construction is being carried on to such an extent that more than $90,000,000 will be spent along this channel alone during 1912.

Western Lumberman
Representing the Lumbering and Woodworking interests of British Columbia, Alberta, Saskatchewan and Manitoba

Covers the Lumbering and Woodworking Interests Thoroughly

WESTERN CANADA CONTRACTOR AND BUILDERS' GAZETTE

Read by 85% of the Architects, Builders, Contractors and Municipal Clerks in the Four Western Provinces

THE COMMERCIAL
The Western Canada Dry Goods Boots & Shoes, Grocery & General Store Bulletin

Read by more Western Retail Merchants than all other Trade Papers combined.

Manufacturers and Wholesalers of Eastern Canada will be called on to supply a bigger demand than ever from the West this year.

Keep in touch with this great field by placing your advertising in the only journals of their kind edited, printed and published in Western Canada.

Vancouver, B.C.
80 Hutchinson Block

Branch Offices
TORONTO, ONT.
220 King St. W.

Montreal, P.Q.
119 Board of Trade

Write nearest office

THE HUGH C. MacLEAN CO. Limited

Publishers Western Canada Contractor (Monthly) Travellers Building
Western Lumberman (Mthly.) The Commercial (Wkly.) WINNIPEG

MEN AND MEDIA

THE new eight storied building of the *Edmonton Journal* will be ready for occupation by the end of the summer, and when completed will be one of the finest plants in Canada.

* * *

L. C. McChesney, advertising manager of Thomas A. Edison, Inc., has been elected the new president of the Association of National Advertising Managers. The chief efforts of this association in the coming year will be directed to inducing newspapers and other publications to clean up their columns and to carry only such advertising as they can vouch for.

* * *

A photo has been forwarded to us by the Publicity Commissioner of Prince Albert, Sask., of the new Permanent Land Show Building, the only structure of its kind in Canada.

This elegant structure may be described as an "all outdoors indoors," and land seekers can find here information in minutes that would otherwise take weeks.

The advertising value of this new departure cannot fail to be very widespread.

* * *

A deal has just been put through at Galt whereby the two local papers, the *Reporter* and the *Reformer*, are to be combined, beginning the first of August. It has been felt for some time that the town could scarcely support profitably two daily papers, and the directors of both decided to merge them into one company. The united daily will probably be called the *Daily Reporter*, and the manager and virtual owner will be Mr. James Clark, late of Detroit.

* * *

A very striking piece of advertising literature in the form of a house organ for a leading London, England, agency, has reached us.

The *Optimist*, as the booklet is named, has been written to boost the agency service of Charles Frederick Higham, one of the English delegates to the recent Dallas Convention, and is remarkably well gotten up, and artistically printed.

We understand that this booklet has been very successful in introducing a large volume of new business.

* * *

A handsome booklet reaches us from the *Montreal Star* on "Clean Advertising," which makes interesting reading, and which, incidentally, tells what this well-known daily has done towards "cleaning house."

That the policy of the *Star* has had a tremendous influence in increasing its circulation figures is an accepted fact.

* * *

Reference is made to an announcement in another part of this issue of an increase in the *Winnipeg Telegram's* flat rate to 6 cents per line from 5 cents,

same to take effect in both daily and weekly editions on October 1st next.

Reservation contracts will be accepted previous to this date at the 5c. rate and will be good for space required, daily or weekly, for 12 months, provided space is used during October.

We consider the continued increase in the *Telegram's* circulation warrants this increase in rate.

* * *

The *Winnipeg Free Press* forwards copy of the act which has recently become law regulating the sale of shares, bonds and securities in the province of Manitoba.

This act prohibits the advertising of unlicensed stock, and the *Free Press* should certainly get a full share of the licensed stock offered to the public through the newspaper columns.

* * *

Desbarats' Newspaper Directory for 1912 has reached us and is, as usual, very well gotten up and comprehensive.

A copy should be kept handy for reference by every advertiser using the Canadian press for his publicity.

A chapter we note is added on billposting.

* * *

C. Frank King, Toronto (Phone N. 3008), has been appointed resident agent for the Montreal *Financial Times*, for Toronto.

* * *

La Presse, Montreal, forward a couple of maps which show in a graphic manner the details by counties in Quebec Province, of the circulation of both the daily and weekly editions.

These maps should prove very useful to advertisers anxious to localise their campaigns in this province.

A copy may be had for the asking.

* * *

A little care on the part of any one of half a dozen people through whose hands the job must have passed, would have obviated a bad break in spelling on a recent car card, "Practically indestructable," read the ad! But perhaps the mistake was made on purpose to attract attention!

* * *

James M. Maxwell, formerly associated with the J. S. Robertson Advertising Agency, Toronto; the T. A. Slocum Co., and advertising manager of the Bole Drug Company, Winnipeg, and now advertising manager of the Regina *Province,* was in town recently for a few days on a business trip. He reports business generally to be very brisk.

* * *

Adam F. Smith, for seven years with the Office Specialty Manufacturing Co., Limited, has resigned his position to become sales manager and chief of the promotion department of the Acton Publishing Co., Limited. His many Ad. Club friends and other advertising men will wish him every success in his new position.

IF you consider the paper which carries the largest volume of local and classified advertising at the highest price paid to any Toronto paper,

IF you purchase space according to bulk of City and Suburban circulation into the home,

IF you select the one medium which eliminates fake and unclean advertising from its columns,

THEN—In Toronto it's

THE EVENING TELEGRAM

Enquiries for rates can be made direct or through our "Specials," Verree & Conklin, Brunswick Building, New York, or Steger Building, Chicago.

Circulation
68,418

DO YOU KNOW?

How You Advertise

WHY will hundreds of manufacturers show their goods at the Exhibition in Toronto this month? There is just one reason: because it will assist their sales. It is one kind of publicity.

Every manufacturer believes in advertising. He puts a sign over his factory; he describes his business on his letter head; he puts name plates on his machinery. He knows that it is good business to have the public associate his name with the class of goods he makes.

Getting Results

How much more effective it would be to have a well-advertised "trade-mark" which would represent his own individual line at all times and in all places? The best advertising is that which makes the public call for the goods you make.

The Globe will carry the story of your products into the best homes and offices in Canada. Its circulation of over 58,000 daily represents the purchasing power of the housekeeper who wants furniture, decorations, food products, house and garden apparatus, clothing, musical instruments. It represents no less the purchasing power of the office and factory with all their demands for equipment and supplies.

And it hits every day.

Talk Business

All business men read a morning newspaper. It is as important as opening the mail. And while they are getting in touch with the world's doings, they learn about the newest things in machinery, clothing or furniture.

Let the Globe put you into direct touch with your consumers.

The Globe

TORONTO

CANADA'S NATIONAL NEWSPAPER

SEPTEMBER—1912

Economic Advertising

SPECIAL FALL NUMBER

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WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING, TORONTO, CANADA

The Toronto Daily Star

will sell your goods, bring business to your store, and deliver your message to the people of this city and Province better than any other newspaper, because it has

THE LARGEST DAILY NEWSPAPER CIRCULATION IN ONTARIO

78,657

Sworn, Net Daily Average for July

Only two daily newspapers in Canada can give you a greater circulation than The STAR, both of which are published in the Province of Quebec, and one of which is printed in French.

Write and ask us for our circulation statement showing WHERE THE PAPERS GO. You certainly should have this information before you commence to advertise. THE STAR'S books and records are always open for examination.

Economic Advertising

ADVERTISING RATES

	1 month.	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

Vol. 5. Toronto, September, 1912. No. 9

STRAIGHT TALKS

THE AD. CLUB MOVEMENT

IT is characteristic of George W. Coleman, the genial president of the Associated Ad. Clubs of America, that he has found the time to send a message to the advertising men of Canada in response to our request for a few words from him on the occasion of his second visit to Toronto. His message will be found included on another page of this issue.

It is men like Coleman who have lent an added dignity and charm to the somewhat prosaic business of "selling goods through the written word."

There is no movement of recent years that has assumed such important proportions in so short a time as the Ad. Club Movement. Starting in a very small way, with a few clubs and a limited membership, the underlying idea of the movement was one of amusement and social intercourse. But already the entertainment feature had been relegated to the background, and is now merely incidental to the more serious work of the majority of the clubs.

Mr. Coleman is a great believer in organization. He has asserted over and over again in an unmistakable manner that every advertising problem which may arise can and is being solved by earnest men and women who co-operate and organize in a thoroughly business way.

Criticism of the Dallas Convention, although it is generally acknowledged that great strides were made, seems to concentrate on the fact that too little time was given to the business side of the convention, and too much time was given to the entertainment

WINNIPEG FREE-PRESS

Planning Time

AS the second half of the year slips by, business men are figuring up their present standing, surveying their enterprises, and laying plans for another year's work. If you have not tried advertising as a means of securing a Western trade you will be wise to consult an advertising agency, who will supply estimates and prepare copy for a campaign including those Western Dailies which best cover the ground.

It is needless to draw attention to the great development and enormous trade of the prairie provinces of the Dominion. They are well known. The increasing trade of the West is awakening large interest in the commercial world.

The Winnipeg Free Press is the prominent daily in the West. It leads in size, in news, in advertising, and in circulation. The daily average circulation in July, 1912, was 63,276 copies. New records are constantly being made.

Edgar J. Guy, Canada Life Bldg, Toronto, Ont.
Eastern Canadian Representative

features. This, we understand, will be eliminated at the forthcoming gathering at Baltimore.

The executive of the Associated Ad. Clubs in meeting assembled to pass on the tentative programme submitted by the Baltimore Club, decided that the entertainment side was being given far too much prominence, and we learn that at the 1913 convention four whole days will be apportioned to the serious work of the convention, and one day only will be given up to amusements. This shows better than anything else the trend of feeling amongst the advertising men of the States and Canada. Already a tremendous amount has been accomplished in placing advertising on a higher and cleaner plane and in making the business more respectable and respected.

One by one the crooked advertisers are being driven out of business; medical, fake and fraudulent advertising is being eliminated from a great number of our representative papers, and a very large amount of credit for these noble accomplishments is due to Coleman, of Boston, "the man at the helm of affairs."

The past few months have witnessed an inevitable slackening off of activity on the part of the clubs, incidental to the summer months and holiday season, but this month should see all the clubs in full swing again, and the greatest good can be obtained by the freest discussion by the members on the subjects which are introduced at both weekly and monthly luncheons.

There has been far too little of this in the past, and although it is interesting and instructive to listen to men talking on certain phases on advertising in which they have made good, we are most strongly of the opinion that the greatest good can be derived by the fullest unrestricted discussion amongst the members. It is quite safe to predict that the coming months will see a marvellous development in advertising through the co-operative activities of the Ad. Clubs of America.

THE VALUE OF THE HOME CIRCULATION

ONE of the strongest claims made by the majority of the Canadian Press is that their paper goes right into the homes of the people, and it is interesting to analyze just what value such a claim has.

"Goes into the Homes," "Reaches the Homes of the Intelligent and Well-to-Do Class," "Right into the Homes Where the Buying is Planned," "Goes into the Homes of 80% of the Best People"—these and similar claims confront us at every turn in the advertisements of a large number of Canadian newspapers and periodicals.

Why, then, do our publishers set such a value on the home circulation of their papers? For a number of reasons the circulation

Manufacturers, Are You Satisfied?

ARE you satisfied with the amount of business you do in Western Canada? The population is increasing in leaps and bounds, and your business should keep step with it. Do you understand your market as you should? Have you studied it? Conditions here are unique.

Our population is drawn, to a very large extent, from Continental Europe. Germans, Polanders, Ruthenians, etc., form at least 33 per cent. of the population. They are late arrivals and cannot read English.

You cannot display your wares to this large community in English. They neither read nor understand it. You must speak to them in their own tongue—at least for the present—if you want their attention.

We publish a battery of foreign language newspapers. We know the field thoroughly. You can have the benefit of our knowledge and experience for the asking. Write to-day.

If you neglect this opportunity we both lose.

WEST CANADA PUBLISHING CO., Limited
WINNIPEG, MAN.

The GALT REPORTER

The ONLY medium for reaching the people of South Waterloo.
The REPORTER circulates largely in the towns of Galt, Preston and Hespeler, three of the best towns in the Province of Ontario. The combined circulation of the Daily and Weekly Reporter is over 6,000 copies. Complete information on request.

GALT REPORTER, LIMITED
GALT, - - ONTARIO

of the daily press on the street, in the cars, and trains has a limited value at best.

The man interested in the stock market will naturally turn at once to the financial pages and perhaps scan hurriedly over the news of the day on the front page.

The man on the street hardly interests himself in anything except the doings of his favourite ball team or in the racing information, and papers purchased by this class are in nearly every instance merely glanced over and are thrown away when the desired information is obtained.

Then, again, the state of the mind of the reader at such times is not one which is liable to read the advertisements intelligently, with one thousand and one other attractions and interests to claim the attention, and it is next to impossible for any newspaper to do its advertisers justice when it is read on a crowded street car or in the office or street corner amid the hurry and bustle of business life.

Compare this circulation with that obtained with a paper delivered at the home! Here at least two and often as many as six or seven people read the paper from first to last page. The advertiser has a far better chance because he is appealing to the man at the time when he has thrown off the cares of the office for the time being and is enjoying the relaxation incidental to home surroundings and influences.

Morning and evening papers alike have added value to the advertiser when their home circulation is a large one, for the morning paper is generally glanced over by the head of the house, and is left behind on his departure in the morning for the women folk to digest the good things under offer by the departmental stores and other business houses.

If, as has been frequently asserted, the women of the nation are spenders of at least 75% of the total earnings of every household, the advertising columns of the paper that goes into the homes surely have a tremendous influence on how this money is to be spent. It is not, therefore, difficult to understand why our publishers strain every nerve to increase the volume of their home circulation, because it is a simple matter to convince advertisers that the paper that has the biggest volume of home circulation is the one that is most likely to bring profitable results in nearly every line of business.

GETTING OUT OF THE RUT

ONE of the greatest dangers that besets the path of the average business man is that of getting into a rut.

"The daily round, the common task, will furnish all we need to ask." So run the lines of the well-known hymn, but this beautiful theory has no place in modern successful business.

A NEWSPAPER ROMANCE
Fact Not Fiction

"First in War, First in Peace,
First in the Hearts of Its Countrymen."

Ch. No. I. **FACT NUMBER ONE**

The circulation of the "Montreal Witness" has been increased over 70 per cent. above that of the preceding twelve months—and that, without the offer of prizes, premiums or commissions—its friends taking that method of expressing their affection for it. And since the circulation has been secured on the intrinsic merit of the "Witness" as a great, independent and national newspaper, and through the introduction of its friends to their friends of like tastes, the increased circulation is naturally permanent.

Ch. No. II. **FACT NUMBER TWO**

We have secured the services of a most successful Canadian circulation manager,—a man with large experience first in this country and later for years in the United States. A man who abhors tricks as we do, and who, confidently depending on the intrinsic merits of the "Witness" and his own large experience of circulation promotion, enters upon his duties in September assured of success. He will, of course, require a large appropriation to provide for rapid organization and development.

Ch. No. III. **FACT NUMBER THREE**

The publishers have decided to expend an *additional hundred thousand dollars* a year in securing experts for all departments, for increased equipment, and for improving and enlarging the "Witness" itself.

Ch. No. IV. **FACT NUMBER FOUR**

Contractors are at the present moment pushing forward with all possible speed an addition to the present buildings, which will provide nearly ten thousand feet more floor space, and arrangements have been made for a large increase of electric power to drive the increasing machinery.

Ch. No. V. **FACT NUMBER FIVE**

But where is the enormous amount of money coming from for all these improvements, enlargements and unprecedented development? The property on which the "Witness" buildings stand belongs personally to Mr. Dougall. This property has suddenly and quite recently come into the limelight as one of the most valuable and largest available properties in the centre of the Canadian metropolis. This gives Mr. Dougall a financial position that he has never had before, and he is prepared, if necessary, to devote every available dollar to building up the "Witness." In devoting this large amount of new money, Mr. Dougall is assured of the further devotion and increased co-operation of the friends of independent journalism everywhere. *And he will surely have this continued co-operation.*

Ch. No. VI. **FACT NUMBER SIX**

We are preparing a new advertising tariff which will go into effect before long. Enough said—and it is all true.

JOHN DOUGALL & SON, PUBLISHERS
Witness Block, Montreal

(Experts of good character wanted in all departments. Address with full particulars, the General Manager, P.O. Box 3116, Montreal.)

WATCH THE

WITNESS

Growing Better

The world never has a great deal of use for the man who is content to stagnate in mediocrity—its highest prizes are not for him who allows his ambitions to be stifled by sleepy contentment, and the call nowadays is for the man who is up and doing all the time.

Once in a while it behoves everyone of us to take stock of ourselves, to shake things up, as it were, and to ascertain whether we are actually making progress, day by day, or whether we are allowing ourselves to remain *in statu quo.*

And the danger is that we may find we have, all the time, been getting deeper in the rut than we could have imagined possible.

Habits of business, office routine, stereotyped methods of passing the day, all must inevitably tend to get a man into a rut, and he who refuses to be lulled into mediocrity by these seductive influences—who is big enough and strong enough to get busy and shake himself free from custom and tradition—is the surest gatherer of the plums in the modern business orchard.

Business life to-day is a keen, hustling, competitive fight for supremacy, and no man is big enough to retire within his shell, and shut himself away from the new ideas and viewpoints which are continually cropping up.

There is a whole lot of wisdom in the words of the successful business man, who said that one of the best pieces of advice he knew of was "Take a day off, and think."

Just that. A day off to get an unbiased survey of the past—a candid review of past accomplishments and failures—a clearer insight into the most simple and rapid method of getting out of the rut and of getting a fair start on the highway that leads to accomplishment and success.

If you feel you are getting into a rut in your business, shake yourself and get out, or you are foredoomed to failure.

But better still, by giving your initiative full play—by absorbing the new ideas and methods of those with whom you come in contact, and by keeping abreast of the times, give the rut such a wide berth that it will never have a chance of engulfing you.

WASTE

THE word "waste" has assumed alarming proportions in the lexicon of many advertisers.

There are so many ways in which some advertisers waste good dollars, that volumes might be written on this subject alone. The waste we wish to speak of here is waste copy space.

Every advertising man who has sold space, knows that a large percentage of space-buyers feel that once a contract is signed "it's all over but the cheering." What they are going to put into that space seems to interest the advertiser very little, and the lay-out

The Hamilton Times

is one of the oldest and best family newspapers in Ontario to-day. Bright, clean and up-to-date.

ALL THE NEWS

If you are a live wire in the advertising world, you should use the TIMES. Goes into the homes.

BEST RESULTS

Job and Railway Ticket Printing of all kinds done with dispatch. Only good work turned out.

TIMES PRINTING COMPANY LIMITED
HAMILTON - - - ONTARIO

Eastern Ontario's Greatest Newspaper

THE KINGSTON WHIG

Outside of Ottawa, it has no competitor. For 79 years the leader, and still advancing.

THE WEEKLY BRITISH WHIG has an especially large rural circulation, viz. 5,341 copies. The farmers of Eastern Ontario can be reached only through this medium. No trip contest, voting schemes, etc., ever used to inflate circulation. : : :

PUT THE WHIG ON YOUR LIST

BRITISH WHIG - KINSTON, ONT.

or illustration, not at all. It's only after results have failed to flow in, that they begin to realize how important a matter has been neglected.

The cases of men who write ads., only after their indifference has been jogged repeatedly by the publishers, that the last day for going to press is due, are not isolated by any means. These men, after scribbling a few sentences, rush the copy off to the publishers, and then sit down to wait for the harvest. What chance has an ad. of this kind, alongside one with an appropriate illustration, carefully prepared copy and layout. Yet we find this class of advertiser unreasonable enough to blame the mediums in which the copy runs. Say to one of these men:—"It isn't the space you buy that counts so much, it's what you put in it." He will likely answer, "Well, any fool knows that," and yet, he goes on, day after day, filling his contracts with the same class of rush copy, and inevitably says, advertising doesn't pay. He has just wasted his money.

Time is money, so they say. Surely this is one way he can make money by taking time in preparing his copy.

Then, the illustration—too much cannot be said here. The illustration is like the dress of a salesman. Quoting Hugh Chalmers, "A salesman with a red vest and green suit would certainly attract attention, but the impression he would create would be far from favorable." The same applies to an advertisement. Wherever possible, make the illustration help tell the story. Good designs cost money, but they are certainly worth it. Take the class of copy produced to-day, and you will find that the tendency is strongly towards better designs.

Regarding the lay-out. The printing art being a study by itself, few advertisers know one type from another, and, therefore, must rely on the judgment of the compositor. However, most men know what arguments they wish to bring out strongest, and if they would only take time to make out some kind of rough lay-out, the printers would give a more satisfactory job. But why won't advertisers pay more attention to these details? There is no answer, as yet, but the fact remains that this carelessness in the preparation of copy constitutes one of the greatest leaks in advertising to-day.

VALUE OF A QUICK DECISION

EFFICIENCY is only another name for doing the right thing at the right time. He is a genius who knows exactly when the hour is ripe for decision, but to know and not act is fatal; therefore, the knowing how must be combined with undaunted courage, for that means immediate action. Procrastination is nothing less than a crime, and we must have no sympathy for the man who is

Saskatchewan People Will Buy

If you tell them about your Product

To influence sales in this prosperous and rapidly growing province, there is the paper you must use first of all—**The Regina Leader.**

The Leader has, by several thousands, the largest circulation of any daily paper published in Saskatchewan, the average net, sworn circulation for July, 1912, being 14,086 copies daily, as compared with 7,569, average for July, 1911.

At present rates space in **The Leader** is an unusually good buy.

Full information from any advertising agency, our Eastern Representative, or direct from the Publishers.

THE LEADER PUBLISHING CO. LIMITED

REGINA, SASK.

EDGAR J. GUY, Eastern Representative

CANADA LIFE BUILDING - TORONTO

always putting off for to-morrow what should be done to-day. We must act quickly—not always along the lines of least resistance, but be able to take advantage of the opportunities as they present themselves. How true it is that while some people are saying, "It can't be done," they are overtaken by the other fellow who is doing it.—*B. F. Corday.*

"The object of all education should be to increase the usefulness of man—usefulness to himself and others. Every human being should be taught that his first duty is to take care of himself, and that to be self-respecting he must be self-supporting. To live on the labours of others, either by force which enslaves, or by cunning which robs, or by borrowing or begging, is wholly dishonourable.

Every man should be taught some useful art. His hands should be educated as well as his head. He should be taught to deal with things as they are—with life as it is. This would give a feeling of independence, which is the firmest foundation of honour, of character. Every man, knowing he is useful, admires himself."—*Robert Ingersoll.*

THE PROBLEM FACING CANADIAN MANUFACTURERS IN THE WEST

By M. J. Hutchinson, Advertising Manager, "Regina Leader."

WALKING down Scarth St., Regina, to-day, I looked into the window of a men's wear store—an average store typical of hundreds in Western Canada—and saw a display of collars. There were three different brands—American, English, and Austrian. In that window there were hundreds of collars, but not one of Canadian manufacture in the lot. And of the three makes, not more than one was the equal in wearing quality of any of a half dozen good Canadian brands.

Men who are in the furnishings business tell me that there is a greater proportion of foreign-made shirts and collars sold in the West than in the high class men's stores in Toronto and Montreal. Merchants here say they stock what they find in demand. Men seem to want the foreign goods, and they sell them, knowing at the same time that in most cases better value is represented in the goods of domestic manufacture.

At Regina Provincial Fair held in August, the exhibits of Canadian manufacturers were largely conspicuous by their absence, while everywhere there were evidences of the activities of manufacturers from across the line. Rumleys, Case, Deere, International Harvester, Overland, Hudson, were the names that met one everywhere, and theirs, and others that might be mentioned, were the ex-

65,000,000 Bushels of Grain

will be harvested in *Alberta* this year. It will be the greatest crop and the most prosperous year in the history of the province.

Manufacturers who advertise their goods in the right manner, and in the right mediums in Alberta, are sure of getting large and quick returns.

The HERALD circulation—sworn to—is in excess of **18,000** copies daily. It covers the largest, richest, and fastest growing district in Canada.

Rates and circulation statement on application.

The Herald Publishing Co., Limited
CALGARY, CANADA

Edgar J. Guy, Eastern Representative, 61 Canada Life Bldg., King St. West, Toronto

Moose Jaw

"The Buckle on the World's Greatest Wheat Belt."

Moose Jaw and the Tributary Country must be considered in any advertising plan embracing the West. Moose Jaw, the Railway Centre, the Industrial Centre and Distributing Centre of Saskatchewan is a rich market for the manufacturer and advertiser.

Advertisers who have been using the News right from the first, are buying more of its space now than ever before. It pays them to do so. The volume of paid advertising carried in the Morning News in June 1912 was MORE THAN DOUBLE the amount carried in June of the previous year—a very substantial proof of what advertisers think of the value of the News as a business bringer. *Write for Rates and Sample Copies.*

The NEWS PUBLISHING CO., Limited Moose Jaw Saskatchewan

hibits that dominated the fair in the particular sections represented by their products.

This condition must not be taken as an indication of any lack of patriotism, or tendency towards annexation, or any the rest of it, that is sometimes suggested as characteristic of parts of Western Canada. That is a political question with which this article does not have to deal.

But, aside from any considerations other than those which affect a Canadian manufacturer, in his function as a manufacturer, there is a condition existing in the West which demands, and which, happily, seems to be in a measure, getting his serious thought.

Go into any store in this, or any other Western Canadian city, and one is amazed at the large proportion of foreign-made goods represented in the stock in these establishments. I believe this proportion is away heavier than one would find in stores in similar towns and cities in the East.

It is not conceivable that any appreciable percentage of consumers in the West are influenced in their purchases by any feeling of resentment which may have been engendered through political agitation, and yet, while practically every commercial traveller covering the West for Canadian manufacturers is selling more goods than he ever sold before, the fact remains that there are more foreign goods being sold in this country every year.

One of the largest wholesale grocery firms in the West is just completing a contract with a Californian fruit packer to handle his line in this province. The members of this wholesale firm are Canadian-born, and thoroughly Canadian and British in their sympathies. The arrangement they are completing is one which commends itself to their business judgment. The packer is meeting them fairly in his selling policy, and is arranging to co-operate with them to advertise his product in this province.

In this country, where every pound of fruit has to be brought in from somewhere else, there is not a line of advertising copy running in any daily newspaper of which I have knowledge, from any Canadian fruit packer. Their goods are sold here, of course, but not in proportion to the consumption. And, in the meantime, the American packer, facing a handicap represented by the duty, is getting into the market and getting the co-operation of the local wholesale houses and retailers to push his line. A liberal selling policy, and a willingness to help the dealer by a campaign of advertising directed to his particular customers, on the part of some Canadian canner would hold the great bulk of this trade in this country. In the meantime it is getting away.

A fact which must be borne in mind in planning a selling campaign in Western Canada is that a very large proportion of the people here are not native-born Canadians. They are not familiar with Canadian brands, nor the

THREE MAGAZINES IN ONE

This is what is presented by "SATURDAY NIGHT," Canada's Newspaper-Magazine.

GENERAL—

Including "The Front Page," "City and Country Homes," "Music and Drama," "Anecdotal," "The Bookshelf," "Motors and Motoring" and all topics of general interest,—a review and commentary on the week's happenings in all parts of the world.

FINANCIAL—

More widely read than any strictly financial publication, SATURDAY NIGHT is recognized as an authority on matters of finance, commerce and investment. Its "Gold and Dross" columns, Insurance pages and weekly comments on business conditions, render a most valuable service to the investing public.

WOMEN'S—

"The Women's Section" makes SATURDAY NIGHT a delightful "home" paper. It is conducted along the general lines of the woman's magazine and is distinctly Canadian,—the events it chronicles and the questions it discusses have a most direct bearing on Canadian life.

"SATURDAY NIGHT'S" standing and influence with its readers place it in a class entirely by itself among Canadian publications. Advertisers using "SATURDAY NIGHT" are in company with none but the best firms,—nothing but high-class reliable advertising is accepted.

SATURDAY NIGHT

TORONTO, - - CAN.

Montreal Office:—171 St. James St. Winnipeg Office:—Royal Bank Bldg.
New York Office:—156 Fifth Ave. Chicago Office:—People's Gas Bldg.
London Eng. Office:—Grand Trunk Bldg.

merits of Canadian goods, through personal use or association with them. In the case of the foreign population from continental Europe the Canadian manufacturer is on a little better than equal footing, so far as the consumer is concerned, and so far as that consumer actually determines his own choice in what he buys. But there is in the Canadian West, as everyone who has gone through the country knows, a very considerable number of recently arrived English settlers, and a still larger number from the United States.

Inquiry and a glance at the stock carried, say in the average grocery store in a city like Regina, shows that the natural preferences of the English resident who is now a consumer in Canada, and therefore a prospective customer and buyer of Canadian-madegoods, is being evidenced and catered to. I believe that the proportion of English canned goods stocked in the West is greater than in Eastern Canada.

This perfectly natural and legitimate preference for brands of goods with which they become familiar, and which in personal use have given satisfaction, is a factor which must be taken into account by Canadian manufacturers.

There is a work of education necessary in Western Canada the necessity for which does not exist in the East. For instance, every year hundreds of thousands of Ontario farmers visit the Toronto Exhibition, and every year as they ride to the grounds along King St., they see, in greater magnitude with each visit, the plant of the Massey-Harris Company. That very fact prejudices them in favour of a Massey-Harris binder. It's something they know about personally, and other things being equal I believe it would be easier to sell any one of these farmers a

An unusually good page. The illustration tells the tale well.

Massey-Harris implement than one of foreign manufacture.

The Western farmer, however, is in a totally different position. In most cases, his association has been with something other than Canadian-made. He is just as naturally prejudiced in the direction of his association and that preference constitutes the justification for advertising of an educa-

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1911, 2,347,656

Weekly Average, 45,135

Hamilton Newspaper Union

Hamilton, Canada

The Man With The Cow

Is behind Alberta, and the man with the cow is the man who buys with ready cash. He is the man who wants to build a home and stay. He gets beyond the necessities and buys luxuries. He is going to feed a good share of his bumper grain crops to cattle, hogs, sheep, horses and chickens this year. He is in for "mixed farming." The signs were never more auspicious for Alberta farmers. The Edmonton City Dairy will build a $100,000 plant this fall, the McLaren Cheese people say they will have fifteen dairy plants in operation in Alberta before snow flies, and Alberta farmers are buying *more cows*.

Let us introduce you through your goods and via of our advertising columns. We cover the great Peace River country and Northern Alberta, Saskatchewan and British Columbia as no other paper does. Over 12,000 circulation this week, and it is going up at the rate of nearly 1,000 a week. Eighteen subscription men covering the fairs between Vancouver and Winnipeg. Can guarantee 15,000 by the end of the year.

Place your ad. now before the rate advances and get in on a Rising Market.

THE HOMESTEAD

will carry your message to the people with the cash.

A weekly paper for the farmer with a head. Write for sample copies and see for yourself.

THE HOMESTEAD

Edmonton - Alberta

tional character directed particularly to the Western consumer. The same preference reaches out and is operative in everything the consumer buys.

For this reason it would seem that advertising is more necessary in Western Canada, where there is a greater proportion of consumers predisposed against Canadian products than in Eastern portions of the country where the question of a preference for foreign goods does not need to be seriously considered.

Not only is it more necessary, but it can be made more profitable, for, once a sale has been effected, and a new preference established, the volume of sales per unit of population will be much greater than in the East. This is a fact which will be apparent to anyone familiar with the purchasing power and the exercise of it, characteristic of Western people, It is acknowledged that they buy better goods, and more of them. Of the six families in the apartment in which I live, three own automobiles—mine is not one of the three —while across the street there are three Russells and one Ford car in five families.

Lieut. Governor Brown, of Saskatchewan, is authority for the statement that there are thousands of farmers who, during the last five or six years, have saved and have now on deposit in savings banks drawing three per cent, interest, amounts ranging from twenty to thirty and forty thousand dollars. The money is lying there because these men really do not know what to spend it for. There are hundreds of things for which their desire could be created, but which they do not now see the necessity for.

An advertising campaign in Western Canada is not necessarily an expensive undertaking, because a comparatively small number of media is essential, or even available. For all products sold through local dealers or agents, the newspaper is, of course, the ideal medium, and the one which should first be employed, and in this province the use of four or five daily newspapers with a small number of influential weeklies is sufficient to create demand and afford the local dealers effective co-operation. It is, of course, impossible to prescribe any set rule that would be effective in the sale of all products, but, speaking generally, it may be said that by the use of a limited amount of advertising expenditure, Canadian manufacturers may hold for themselves the major portion of the rapidly growing trade of Western Canada, but that unless some advertising campaign, the details of which must be made to fit individual cases, is undertaken on behalf of the majority of Canadian products, the foreign-made goods will be sold in growing volume to the detriment of Canadian trade.

* * *

Know what your salesmen are doing every day. The honest workers are too busy and fair-minded to object. And the man who thinks he is "insulted" had better be working for your competitor.

Northern Ontario has some 15 towns, and over 100,000 people and has 300 miles of railway in operation with an additional 300 miles of the Grand Trunk Pacific which will be in operation within a few months.

The trade of this district amounts to over $5,000,000 annually. This trade will be quadrupled in the next two years. Are you getting your share?

The Cobalt Daily Nugget is the only daily newspaper in this district.

ADVERTISING RATES ON APPLICATION

COBALT DAILY NUGGET

COBALT - - - - - CANADA

We're Guilty of Producing Results For Our Advertisers

The Watchman-Warder (Weekly)
The Daily Warder (Afternoon)
are read by 20,000 intelligent people each week.

These people spend from $300 to $500 every year for advertised goods.

Somebody's getting this business. Is it You?

Don't forget—you're making up that 1913 advertising appropriation now—see that THE WATCHMAN-WARDER is on the list.

THE WATCHMAN-WARDER
Lindsay, Ontario

The Standard

¶ Six columns of classified ads daily show the popularity of the Standard.

4,300 Papers Daily

going into the homes of people who have ready means BRING RESULTS.

¶ Nothing but clean advertising accepted. No liquor nor objectionable patent medicine ads will be published.

¶ The Standard is a clean result producer for clean advertisers.

¶ The paper that is read in the home.

□ □ □

St. Catharines - Ontario

THE IMPORTANCE OF THE RETAILER

By W. A. Murchison, Publicity Manager, W. H. Scroggie, Limited, Montreal.

MANY estimates are placed on the retailer's valuation in a national advertising campaign by various "Idea Factories" and so-called "Publicity Experts."

I have had occasion to handle both sides of the field—manufacturer's and dealer's—and will outline an estimate of the value of the retailer as a national distributer of merchandise.

Advertising is not the complex thing it is supposed to be—doesn't cost the money—take the time—nor incur the risk most ad-philosophers and theorists would have us believe. There's a way to go about applying it systematically to every line of merchandise and every condition of manufacturing.

Advertising, like religion, is a psychological proposition. These two great world-governing forces operate on totally different planes but there is an infinity of resemblance all along the line.

Both are of purely intellectual character—phenomena of suggestive and receptive mental operations, and therefore open to all sorts of interpretations.

Convince a man that religion makes him better personally and you bid fair to make a religious man of him. Convince him that advertising makes his business better and he is likely to become a constant advertiser. Both assumptions have been proved by results—but the question to consider is the ways and means to the desired ends.

When a manufacturer who has gotten to a certain point without the aid of advertising moves up into the anxious seat and begins to inquire the way to lead a better business life, he is a shining mark for the whole advertising fraternity, and very soon he will discover that there are more creeds for his business than he ever heard of for his soul; and right here is the crucial point which is going to decide the success or failure of his venture. If he is possessed of a logical, well-balanced mind, he is only going to be satisfied with that which is based on correct assumption and capable of being logically conducted to a reasonable solution. If illogical in his comprehensions, he will be the easy prey of illogical argument leading to error and loss.

There are two lines of persuasion directed at the possible advertiser seeking the useful truth. One the so-called "retailer argument," the other the "consumer argument." Both are serious, important and bound to receive due consideration. Of the latter the manufacturer is told "Get the attention of the consumer and the merchant must stock your goods or fail—the buyer must buy them or lose his job."

But the unblemished facts, briefly marshalled, are these:

Who Reads Your Message in La Patrie

A daily circulation of 50,000, who show their faith in LA PATRIE by their generous support of its advertisers. Their loyalty in it, their belief in it are factors which you cannot overlook, whether you or your products are known to these people or not.

It will pay you to advertise in

La Patrie

50,000 Circulation Daily nearly 60,000 Saturdays

Toronto Representative

Edgar J. GUY - - - 61 Canada Life Building

The producer of marketable merchandise is interested in getting as much advertising as he can possibly procure through all legitimate channels. He may be limited in the amount he is able to pay cash for, but the amount he may secure through the exercise of ingenuity and the cultivation of co-operation is only limited by the reach and astuteness of his advertising generalship. The value of advertising is not what it costs but what it does not cost. The less per dollar of returns or per article sold it costs to advertise, the better the advertising and the more insignificant the outlay compared to the returns. It is not the dollar spent in advertising that does the work, but the idea behind the dollar. A business which will not pay its way under one management will thrive under another. In the same way one method of advertising to rivet public attention on the merits of an article will produce very little results compared with the cost of the effort—while just so much money spent in another way will prove successful.

The picture painted by the advocate of consumer advertising, is that of a listless merchant paying listless idle people to stand around waiting for customers to come in and ask them for something they haven't got so that he may promise to get it for them.

Weekly

The Canadian Countryman

Volume 1. Number 1. Saturday, September 7, 1912 Five Cents the Copy Per Year, $1.50

The Canadian Countryman Publishing Co., Limited, Toronto

A remarkably fine cover of new publication.

British Columbia's Leading Weekly

The only newspaper to reach every city, town, village and mining camp in the province.

Circulation Over 18,000

We made three thousand new friends in 1911—and of course retained the old.

Well written, splendidly illustrated, and with an attractive make-up, it is preserved in the home—this means your advertisement will be many times read.

We refer to *Economic Advertising* or any of the recognized agencies.

Ford-McConnel, Publishers.

B.C. Saturday Sunset

Vancouver B.C.

Quality—Quantity Results

You get them all when you advertise in

THE NEWS

The only evening paper in Toronto having its own carrier service.

But the fact is that it is a merchant's business to sell goods—he employs people to hustle and sell them for him. He is on the job for profit—his acumen in discovering goods which will bring the biggest profit and satisfied cus-

Before You Build
Write for our Free Plan
Book of Readi-Cut Houses
Learn How We Save You Time and Money
Houses of 2 to 12 Rooms, Summer Cottages, Stores, Schools, Garages $175 up
Sovereign Construction Co. Ltd

Strong newspaper copy, well-illustraced.

tomers is his license to live. He will cooperate with any manufacturer or wholesaler who will convince him—not the public—that they together can draw trade to the store with the proposed articles. The merchant is an expert in local conditions—in practical merchandise suited to his own trade. His customers believe in him—else long ago he would have had to hang out a red flag—and it is a mighty difficult and expensive proposition to destroy that union of local interest and reciprocity of mutual confidence.

Now let's call our retailer Brown. He sells general merchandise. Most everybody in town reads the local papers—they head the list of literature in the average family. Father reads them—mother reads them—every son and daughter old enough does the same. Brown uses liberal space in his local papers to tell of the merchandise he has to offer. When he advertises a brand of goods his statements have a tremendous personal influence with the people in town. They know Brown—he has a reputation for telling the truth—his business depends on it—and when he endorses a line of goods over his own signature his customers are nine-tenths convinced. A trip to the store—the goods displayed—their merits backed up by good salespeople—the sale is made.

What goes on in Brown's store is repeated on a larger or smaller scale by thousands of stores throughout the country. The retailer and his local newspapers are the most effective business boosting force in the merchandise world. The logic is plain as day. The retailer advertises the merits of the goods he sells—backs it up with his personal reputation and sells the goods.

What, then, is the first problem—to influence the consumer or to prepare the retailer?

Do you think the straggling

Mighty good use of small space.

inquiries scattered among the hundreds of advertised brands on the market would force a dealer to stock even a fraction of them? He could figure out where he would come out if he did.

Manufacturers are Looking to Western Canada For New Markets

Trade connections can be established and an advertising campaign carried out at less outlay than if delayed until a future date.

A large percentage of the new population in Western Canada is familiar with your goods. Is it not essential that you follow this growing tide of immigration with your trade mark?

The most intelligent and industrious people of the world have been pouring in from the east, and from the south. In the fiscal year of 1910-11, 665,321 new settlers came to Canada. Of these, 421,106 settled in the West. More will come this year.

Great Britain sent.....	267,089
The United States sent.....	255,710
Continental Countries sent.....	129,996

Official records show that the **Winnipeg Telegram** leads by a wide margin all the best dailies in Canada in the percentage of growth in the last ten years.

The Telegram guarantees advertisers an exclusive home circulation at a rate which ensures profitable returns.

Sworn daily average.....	46,432
Farmers' Weekly Telegram.....	30,000

FLAT RATE 5 CENTS A LINE

After October 1st the rate advances to 6 *cents a line or* 84 *cents an inch.*

Reservation contracts will be accepted previous to October 1st at the five-cent rate, and will be good for space required, Daily or Weekly, for 12 months, provided space is used during the month of October. Reservation contracts will not be valid unless this ruling is observed.

J. B. RATHBONE, 43 Victoria St., Toronto,
Eastern Canada Representative.

Influencing the consumer does not get the retailer going until after he has seen, examined and approved of the article and the profit there is in it.

But the moment Mr. Merchant is started the goods are actually on sale, and the problem is how little each individual customer can be secured for.

Balance the cost of consumer advertising to, say a million consumers who have never seen the goods and must be converted to believe in them, against the advice and influence of the retailer who doesn't carry them, as compared with the cost of advertising after you have once enlisted the retail co-operation to influence sales with the goods on the spot and good salespeople behind them. The foundation of a selling campaign begins with the dealer; get his co-operation through good salesmanship and good advertising in his trade papers and you will have something that money and competition cannot take away.—*Advertising and Selling.*

HEART-TALKS TO CANADIAN ADVERTISING MEN

By Members of the Executive of the Associated Ad. Clubs of America in Session at Toronto—Sept., 1912

STUDY AND PRACTICE EFFICIENCY

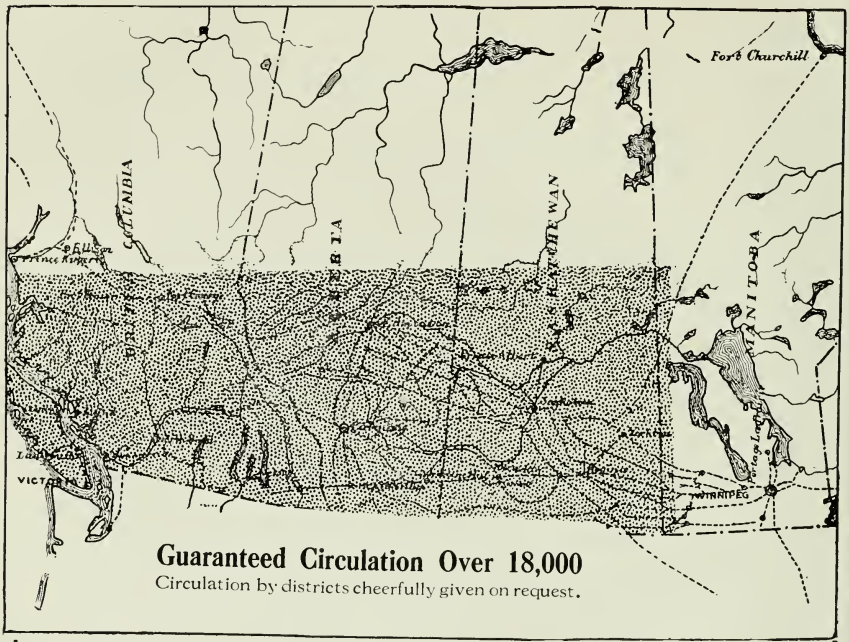
By George W. Coleman, President, Associated Advertising Clubs of America.

YOUR slogan "More and Better Advertising" is in perfect accord with my ideal this year for the Associated Advertising Clubs. We need above everything right now to study efficiency. In order to get better advertising we must have more capable advertising men. A thoroughly efficient advertising club helps greatly to develop better advertising men. Every single phase of our calling must be studied down to the smallest detail. And the principles of advertising must be seen in their relation to every phase of business.

No man can do this effectively and economically all by himself. No one man can master it all in any event. We must all work together or we will never get there. We must give and take from each other not only locally and nationally but internationally as well.

The gospel of scientific management applied to advertising will yield results that will amaze us all. We are entering a new era in the history of advertising. We are going to harness a larger percentage of its mighty power than ever before. There is going to be less wastage, fewer misfits, and more certain results. But this is not coming without extended toil, patient devotion, big open-mindedness, and generous co-operation.

Our devotion to better advertising will lead to more adver-



Guaranteed Circulation Over 18,000

Circulation by districts cheerfully given on request.

Fix This In Mind—

The Canadian West has distinct agricultural areas and trade zones. In the farther Middle West agricultural problems are peculiar: There is dry farming, winter wheat and alfalfa growing, in addition to ranching and stock farming.

It is this district shown in the above illustration, shaded, that the FARM AND RANCH REVIEW serves with its practical discussions, agricultural news features and advertising pages.

Circulation now in excess of 18,000.

Rates, space and information in detail may be had from the publishers, or any responsible advertising agency.

Farm and Ranch Review, Limited

PUBLISHERS

Calgary -:- Alberta

tising as certainly as day and night follow each other. When advertising has become a more perfected instrument we are going to apply it in ways that are now beyond our ken. When the public begins to understand that advertising is a normal function of society and not a hocus pocus for illegitimate gains, then will the power of advertising double and treble.

To sum up my message to the advertising men of Canada, let me put it this way. Efficiency comes first and is dependent upon co-operation, which in turn is based upon goodwill, and all of which leads inevitably to expansion. *Efficiency and Expansion* is my Shibboleth for this year's work among the advertising clubs, which is only another way of saying "More and Better Advertising."

The Montreal "Witness" wants a special representative in Toronto, and will make an excellent proposition to the right man. An unusual opportunity for a man with a good record. Write Advertising Manager, stating advertising experience in detail, age, salary expected, and give references.

A MESSAGE FROM THE NATIONAL SECRETARY

P. S. Florea, Indianapolis

It hardly seems logical that I should bring any more word of greeting from the clubs of the United States to those of Canada than I should from one section of the United States to another.

I am *your* secretary, and it only happens that I have my office on the other side of a line that we scarcely know exists except when we pass through the customs offices.

If you are following *The Voice* you are following the progress of the Association. In that progress you are learning more and more every month why you are a club member. Next year when the convention meets we shall probably have to change the name of the organization to the International Associated Advertising Clubs.

Every month that I act as your secretary I see greater and greater possibilities for the individual and for the club in association work.

I believe that the successful advertising man of the future must be an Empire builder—that he must be a contractor upon the greatest structure of the world—the commerce of nations—that he must be an architect who plans from problems, a moulder who shapes men's minds and a machinist who holds the lever upon the whole shafting of business.

Beside him the lawyer, the doctor, the teacher and the preach-

WEEKLY

A New Paper

THE NEED

When every buyer of goods is a reader of one or more good weeklies or monthlies of the magazine or other instructive types, the efficiency of advertising will greatly increase. In the Western and Middle States the average farmer reads more than two farm papers, in addition to other journals or magazines. In Canada, scarcely one in three reads such a paper.

Hundreds of thousands of new people, BUYERS OF GOODS, come to Canada each year—KNOWING NO CANADIAN GOODS. They need Canadian papers to learn Canadian conditions generally.

The Canadian

We have several splendidly useful farm papers, and a few good magazines for the home. Add their circulations together, and compare with the census of homes, and that of the farms in their districts. You will see that the majority of your possible customers are not reached at all—yet—by this sort of papers.

The popularizing of useful information by the fact—story—and the addition of a little jam of fiction to the bread of plain technical matter, has proven effective in the big magazines, and equally to advertiser and publisher. The big result has been the gradual encouragement of a taste for the bread through appeal to the taste for jam.

The idea behind Canadian Countryman is that of self-education—THE INCREASE OF EDUCATION AS A WHOLE IN CANADA, by increasing the number who engage in getting it by reading good papers.

Type page: 12¼" x 9½"
680 Agate lines to the page

We believe an examination of a copy of this new paper will demonstrate its usefulness in this respect. A copy will be sent to any one writing to the publishers.

THE CANADIAN COUNTRYMAN

HEAD OFFICE: TORONTO, ONT. Branch

NATIONAL

ith New Ideas

THE PRINCIPLES

Advertisers recognize the general value of good magazines and farm papers. he particular value of such publications depends on several things, chiefly:

The quantity of PAID circulation;
The distribution of the circulation;
The quality of the paper—its appeal and power to please and to inspire confidence;
The extent to which both men and women read it.

The paid circulation of the newspaper, whether of large or small quantity, will e published weekly in the form of half-tones of the postal receipts and news company vouchers. There shall be no time wasted by the publishers of, or the advertisers in the "Canadian Countryman" in discussing the question of amount of circulation.

Countryman

The charges for advertising space shall be made in proportion to the amount of aid circulation for the issues used.

The directors of the Canadian Countryman Publishing Company, Limited, are: ir Edmund Walker, President Canadian Bank of Commerce, Toronto; Nelson Monteith, B.S.A., farmer, Stratford; Thomas Delworth, President Vegetable Growers' Association, Weston; Z. A. Lash, K.C., LL.D., Toronto; Walter James, armer, Director, Manitoba Agricultural College, Rosser, Man.; Dr. A. G. Hopkins, former editor "Farmer's Advocate," Bratton, Sask.; W. J. Glass, armer, President Farmers' Union, McLeod, Alta.

The Agricultural Editor is Henry Sirett, B.S.A., one of the foremost live stock udges in Canada, who left the entral Experimental Farm to take his position. Write for copies, ates and further particulars to . L. McCredie, General Manager.

4 columns 2 1/6" wide
12 1/4" deep

N PUBLISHING CO., Limited

ces at Montreal, Winnipeg, Regina, Vancouver

Legg Bros. Engraving Co. wish to announce the complete reorganization of its staff and management which will be... hereafter known as:

Legg Brothers, Limited.

We have pleasure in assuring you that we are now in a better position than ever to carry out your orders for

DESIGNING and ENGRAVING

in the most satisfactory manner.

Write, wire or phone us at 5 Jordan St. Toronto and one of our representatives will be pleased to call on you with Samples of our line of.....

Quality Engraving and Publishing

PHONES MAIN 957 & 958

er are but sub-contractors whose place in the body politic is made only by the work of that greatest of all general contractors—the Advertising Man.

Before long he will realize his strength. Before long his place will be in the very highest seats of the mighty. I congratulate myself that I occupy a very lowly footstool with such brilliant expectations. I congratulate every man who can say from honest endeavor and from conscientious accomplishment.—

"I am an Advertising Man."

* * *

ADVERTISING FINDING ITSELF

By Douglas N. Graves, Boston, Member Executive Committee, Associate Ad. Clubs of America.

Every social, ethical and economic problem which clamours for solution to-day is bound up with the exchange of commodities, an exchange which is based more and more upon advertising.

It is safe to say that our ideals and our ethics, no less than our standards of living are influenced more largely by the broad dissemination of business information than upon the circulation of idealistic or ethical literature.

No commercial age is better than the morals exhibited in its advertising, and this is increasingly true as advertising becomes constantly more essential to successful business.

Advertising is demonstrating a new and better science of traffic. Through its influence a higher standard of business ethics is being created, and a new religion of business is abroad in the marts of trade.

As an evidence of this the better publications are to-day offering their pages for the advertisements only of those whose businesses are known to be honest. The list of businesses whose advertisements you now find in the best publications has already become something of a roll of honour, and these very businesses are themselves becoming more and more careful as to the company their advertisements keep in these publications.

The day is almost here when the best of all the world's products will be offered in print and when the best of the world's business men will so offer them. When this day does actually come, the logic of circumstance will force all men who make good goods and who barter them honestly to set the character and value of their wares also to advertisements.

Advertising has already become the editor-in-chief of the commercial world and represents the truest record of the commerce of our time.

It behooves us, therefore, to remember that in our advertising we are helping to give permanent expression to the age in which we live and should be conscientiously careful that this is a true record.

Our profession is measured by what we and the others who follow it do with it and for it, and one of the most potent reasons why this profession of advertising has not

SERVICE--CIRCULATION ADVERTISING RESULTS

A large United States advertiser imagined that the difficulties to be overcome in winning a market for his product among Canada's two million French speaking citizens, would more than offset the results secured from LA PRESSE'S tremendous circulation.

BUT this man was no quitter. HE gave us a chance to show what we could do and our service department overcame all obstacles, with the result that this manufacturer is now up to his ears in a rich market that he never imagined existed.

Maybe YOU are also mistaking a molehill for a mountain! Why not be sure before you give up?

Call on us for some FREE advice. It will pay you handsomely.

Daily Circulation over 100,000 - - - Weekly 45,000

SERVICE DEPT. **LA PRESSE** MONTREAL CANADA

Ontario and Western Canada Salaried Representative
HENRY W. KING, Telephone Bldg, 76 Adelaide St. W, Toronto, Ont.

ADVERTISING
in the
CANADIAN MAGAZINE
is Not
Money Spent it is Money Invested

The Ontario Publishing Co., Limited
TORONTO

NEW YORK: Whiting Special Agency, 5 Beckman Street
CHICAGO: Henry De Clergue, Maller's Building
LONDON: 3 Regent Street, S. W., (W. A. Mountstephen)

yet taken its proper place among the recognized great forces of the world is because we ourselves have been looking at our calling through the wrong end of the telescope.

If we look upon our profession only as a means of daily livelihood, as a faithful old servitor who brings home the family loaf, we shall belittle our calling, drag it into the byways of the world with us and there will be no life or health in it.

If, however, we recognize that it is a world force, a most potent and practical influence for establishing higher commercial ethics and for the moralization of business we can not but rise to higher and better things ourselves.

Look up, advertising man, look up!

ADVERTISING THAT GETS THE FARMER

By Chas. C. Nixon.

THE farmer is human just like other people, but his "bringin' up" has been quite different.

His ideals, ambitions, mode of living, and his buying power are vastly different from your about-the-average city man.

The Ontario farmer (and it is of him we write) owns his land (generally 150 acres), owns his home and equipment—or soon will own it, since this is his ambition, and he heads that way.

Moreover, he acts and works on his own initiative. "Monarch of all he surveys," he is his own boss (save should he have a wife who has beaten him to it on this score!)

Invariably, he works hard. He gets his dollars by unremitting toil.

He is a married man (a farmer can hardly breast his work without a wife). Usually he has a family.

For his family he holds high and definite ideals. He is a thinking man. He appreciates the worth of education. He makes certain of getting it for his children.

His boys he will equip with farms, or if their bent is otherwise then he backs them while outfitting for their chosen calling or profession.

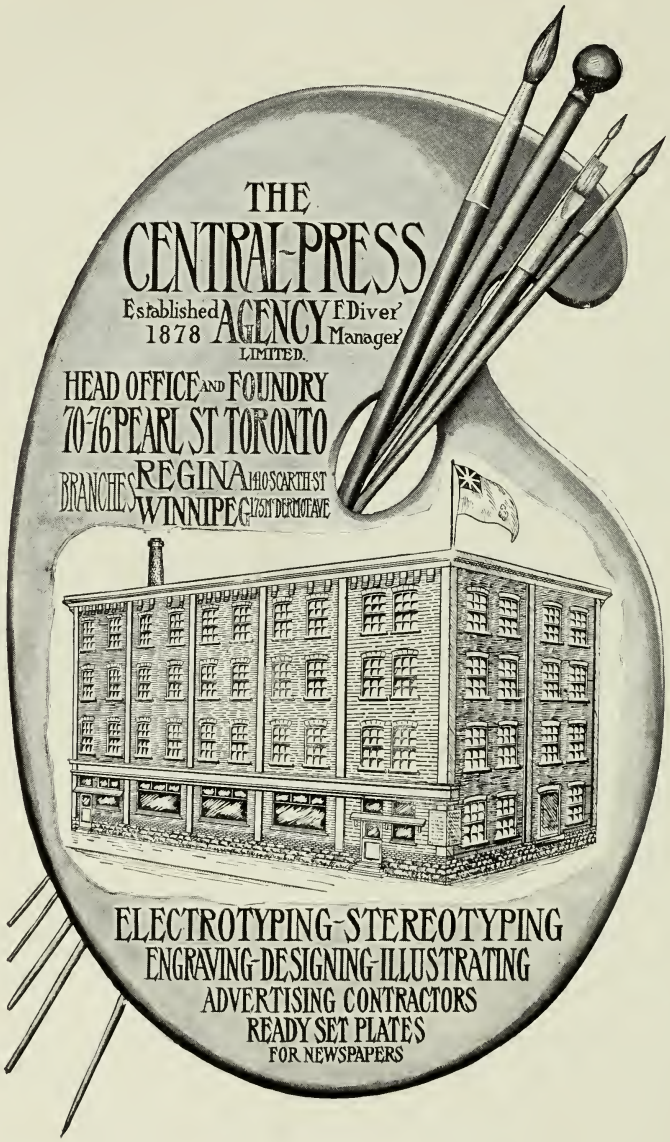
For his girls he provides education and refinement; music, art and the sensible graces must be the portion of his daughters.

And the farmer of to-day counts on staying on the farm himself till the last bell is rung and he has finally "passed in his checks."

* * *

You will need an appreciation of these things before you can be altogether successful in "getting" the farmer with your advertising.

After his day of strenuous toil, the farmer is not in shape for too much reading. He takes but one farm paper (a very few take two, and a leader here and there you will find with three). He reads his favourite farm paper religiously


THE
CENTRAL-PRESS
AGENCY
Established 1878
F. Diver, Manager
LIMITED.
HEAD OFFICE AND FOUNDRY
70-76 PEARL ST TORONTO
BRANCHES REGINA 1410 SCARTH ST
WINNIPEG 1251 MAIN ST
ELECTROTYPING-STEREOTYPING
ENGRAVING-DESIGNING-ILLUSTRATING
ADVERTISING CONTRACTORS
READY SET PLATES
FOR NEWSPAPERS

—almost like your grandmother reads her Bible!

He finds his farm paper a great help to him. It is intensely practical. It tells him just what he ought to know at just the season he needs to know it.

Happy is the manufacturer or mail-order man who gains the farmer's attention with a timely ad. these times!

Shrewd always, and ever looking for equipment to help himself, his wife and family, in their work, he is above par value always as a prospect for anyone with goods or manufactures to meet his needs.

As a rule, the farmer is, now-a-days, a cash buyer. 'Twas not always so. Years ago when our farmers raised beef and grain exclusively, they had to wait a year at a time before they got their pay. But now in Ontario, that they have turned so largely to dairying, they get more cash and they get it every month regularly, most generally, semi-monthly, and quite often more frequently.

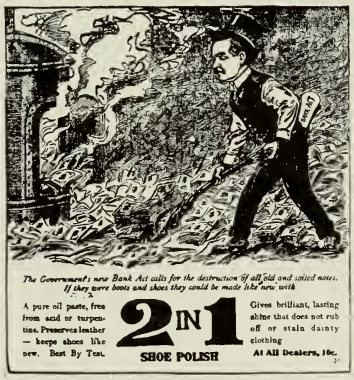
Almost invariably these dairy farmers pay cash. Beatty Bros., of Fergus, Ont., recently wrote our firm that for their farm and stable equipment they found our dairy farmers to buy more freely than other farmers, and their cash sales in the counties where dairying is carried on exceed by over five times their cash sales in ——, counties noted for beef or grain.

When advertising to the farmer, don't be satisfied with enquiries merely! Get that which is necessary into your advertisement to cause him not only to write an enquiry, but to dip his pen again and write a cheque, with order, for the goods you have for him.

You can do it, and to especial advantage with dairy farmers.

In drafting your ad. for the farmers, put the taboo on mere general publicity, name-plate or trade-mark advertising. Get in the "reason-why" and the action-suggestive.

Play it up in good display to attract (art work will pay). Then


The Government's new Bank Act calls for the destruction of all old and soiled notes. If they were boots and shoes they could be made like new with
A pure oil paste, free from acid or turpentine. Preserves leather — keeps shoes like new. Best By Test.
2 IN 1
SHOE POLISH
Gives brilliant, lasting shine that does not rub off or stain dainty clothing
At All Dealers, 10c.

The advertiser who pays for this sort of stuff must have dollars to burn.

interest, convince, and stir to action by your story, plainly told in first-class selling talk.

You can count on 65 per cent. and more of farmers reading your farm paper ad. if it is of interest to them. Cash in on this fact by having plenty of sales stuff in your story to do the work.

Another thing you can count on in the progressive, specialized farm paper: *the farmer swears by it* and he will believe your story. Farm papers have led the advance in

The Saskatchewan STANDARD

Is a newspaper specially edited as a Farmer's Home Newspaper and has a guaranteed circulation of 10,000 copies each issue.

This paper does not circulate through news agents, etc., but each copy goes direct to the home.

It is easily the leading home newspaper of the Province of Saskatchewan.

Advertising rates are low in comparison to the circulation.

Regina's two leading departmental stores have used large space in every issue of this paper since its inauguration years ago, and have always found results satisfactory.

The circulation of The Saskatchewan Standard is on a better basis and increasing more rapidly than that of any newspaper in Saskatchewan.

Send us a trial advertisement and govern future appropriations by results.

The Standard Publishers Limited

Regina :-: Sask.

putting aside all questionable advertising, electric belt, patent medicine, and even liquor and tobacco advertising. Those papers that do this thing, and furthermore guarantee the reliability of advertisers appearing in their columns, enable you to get a response from your advertising in those papers far exceeding what you get from others open to all business that offers, no matter what its character.

The farmer is a cautious man. He is a little difficult to move at first. But once get his confidence, get him wanting your goods, then buying, and if the quality is with your line so he'll repeat, you have established a connection that will bring you profit regularly and right along during years to come.

Because of this it's worth your while studying how to make your advertising get the farmer; also it's worth while because of his superior buying power—times over what is possible of your average, well-to-do city man!

WHAT'S DOING AT THE AD. CLUBS

MONTREAL

The annual meeting is to be held on September 24th, and a full winter programme will be inaugurated shortly after this date.

* * *

TORONTO

The opening of the fall session was celebrated by a reunion and social held in the new club rooms at 102 Yonge Street, on August 22nd, and an excellent musical performance was rendered under the direction of the inimitable Jules Brazil. Refreshments were served and a very pleasant evening was spent.

This was the first gathering held in the new club premises, which are in every way larger and more commodious than the old rooms.

The energetic house committee came in for warm praise for their efforts on behalf of the comfort of the members.

The first weekly luncheon of the season, 1912-13, was held on August 27th, the speaker being C. T. Solomon, who gave a masterly address on "How an advertising campaign is developed."

Mr. Solomon compared an advertiser to a man learning to swim, with short, hesitating strokes at first, but gaining confidence day by day. There were advertising cramps as well as cramps in swimming, and it was the agency's business to look after them.

The sceptic was the most difficult kind of advertiser to handle, because he only heard the agency man's story, but the *personnel* of the solicitor was of the greatest value in dealing with such men.

In inaugurating a campaign it was wise not to launch too deeply at first, but to concentrate and try out thoroughly a small section of the country before making large expenditure.

CANADA MONTHLY

WHY

It is unequalled as a medium for reaching the homes of the intelligent and well-to-do class of Western Canadians.

BECAUSE

FIRST—The editorial policy is unsurpassed; the writers the best in Canada and the United States.

SECOND—90 per cent. of its circulation is home, paid-in-advance circulation.

THIRD—Its department for women insures its being read by the entire household.

FOURTH—All stories, articles and art matter are exclusive and original.

FIFTH—The territory covered (Western Canada), is the richest per capita in Canada—the readers the most progressive and well-to-do, also many other reasons that will bear investigation.

Vanderhoof-Gunn Co., Limited, Publishers

LONDON TORONTO WINNIPEG CHICAGO

EDMONTON JOURNAL

EDMONTON—is surrounded by the finest mixed farming district on the continent.

EDMONTON — is in close proximity to vast coal, mineral and timber areas.

EDMONTON—is served by three great trans-continental railway systems.

EDMONTON—is developing more rapidly than any other city in the Dominion.

EDMONTON JOURNAL—In this field the Journal leads all other daily newspapers in circulation, news and both local and general advertising.

EDMONTON JOURNAL—Sworn circulation **10,953** copies daily, audited by the Association of American Advertisers.

Canadian Newspapers, Limited—Journal Branch

M. R. JENNINGS,
Editor and General Manager

JOHN MacLAREN.
Business Manager

East. Representative: E. J. Guy, 61 Canada Life Bldg., King St. W., Toronto

Consistency should not be made a god. If, in the development of a campaign some new and better way crops up, the agency should not hesitate to suggest using it, although contrary to its first suggestion.

Copy troubles generally loomed big owing to the general idea that copywriting was the simplest thing in the world.

No client should expect to revolutionise his business in the first year, nor in this period could an agency expect to make money.

At the start the campaign should be chiefly defensive, and when a firm position had been gained, the campaign should be carried into the enemy's camp.

If the appropriation warrant it, the agency should most certainly recommend the appointment of an advertising manager.

The agency was the representative of the publisher, and notwithstanding all that had been written to the contrary in the States, this was the best system for Canada.

The agency's motto should be "We do not sell space—but we do sell goods."

A lengthy discussion on the advisability of going after the 1914 convention was held, but adjournment was made till the annual meeting on September 19th.

* * *

Any club can do with a whole lot more of practical talks like the one which was handed out to a sparse attendance at the weekly luncheon on Sept. 3rd. The president, C. W. Mc-Diarmid, of Ryrie Bros., was the speaker, and his subject was "Analysing the Demand for Your Goods."

Equally as important as good copy, maintained the speaker, was the intelligent distribution of catalogues and placing of advertising, and the two prime essentials were first to find out where your possible customers are located, and secondly, how to reach them in the most economical manner.

By means of charts and illustrations, Mr. McDiarmid demonstrated how his firm had divided the whole Dominion into counties showing in each section the possible purchasing power of the inhabitants for their line of goods.

A similar analysis has been made of the circulation of the daily press with remarkable results, and the speaker thought much useful work could be done by the ad. clubs in the way of making an impartial and systematic analysis of newspaper circulation.

The morning papers had been found, almost invariably, to make the best appeal to the moneyed classes, while the evening papers appealed most strongly to the working classes.

Messrs. Wadsworth, Hunt and Don Tuck were appointed scrutineers of the nominations for officers for the ensuing year.

* * *

WELLAND

A forceful programme for the winter's activities will be submitted at the annual meeting to be held the latter part of September.

We expect this new organization to render a good account of itself in the near future.

PARIS

Paris, Canada, is the best town in the Dominion to live in, the best town to advertise in and the Review is its best read paper. Keyed advertisements will prove results and make business for both of us

Our charge for space is what the space is worth—no more, no less.

The Peterborough Examiner

Sworn Daily Circulation over 3,700
Weekly Circulation 2,500

The Daily Examiner goes into over 2,800 homes in Peterborough City out of a total number of homes of 3,250.

Place your advertising in the paper that is read. We cover Peterborough City and District thoroughly. Write for Rates.

The Peterborough Examiner
Peterborough :-: Ontario

A certain man used space in

The Recorder

2200 Brockville Subscribers read his ad.

A few days later that advertiser wrote us a fine letter saying that results had literally poured in.

The Recorder

will do the same for you.

Good, clean business is found in Brockville. Do you want it? Use the Recorder.

Advertising men take note and place the Recorder on your list.

In the Garden of Canada

(Essex County)

There are
60,000
People

It is served
By
The Windsor Record
(Daily and Weekly)

With its excess of
8000 Subscribers

THE NEWS ELEMENTS IN ADVERTISING

By James D. Woolf

AN advertisement, whether it be in a newspaper, magazine, anywhere, to be of value must first be read by those it is intended to reach. That is apparently a very simple statement, but its simplicity in no way lessens its importance.

A vast number of advertisements are not read, at least by a profitable percentage of people. That is the big problem of the advertiser—to have his advertisements read. This is a busy world, populated by busy people who have little time for reading.

"But," you say, "if people have so little time for reading, why do they pay their good, hard-earned money for thousands of newspapers and magazines?"

You're right, I'll take that back, people *do* read a lot; they do have some time for reading.

But, wait! *What* do they read?

I think, if you'll look around you, you will find the public reads only that matter which interests, entertains, amuses or instructs them. In other words, they read news.

They always *have* read news, they always *will* read news; they never will read *anything else* but news.

By *news*, remember, I mean anything that entertains, interests or instructs, whether it be an advertisement or an article of fact or fiction.

STRENGTH OF ADVERTISEMENT IN NEWS VALUE

The strength of an advertisement can be gauged accurately by its news value.

The greater the element of news in an ad. the greater the number of readers. The average human being demands to be entertained and instructed. Jot that fact on your desk pad and don't forget it.

Many advertisements are ponderous, stilted, egotistical, dry as dust.

Yet the creators of these gems of misplaced talent expect the poor, ad-bored public to wade through their masses of 6-point commonplaces. Why should the public read such ads., when there's a lot of much more interesting matter in the magazine or newspaper?

Most of you will admit at once that this is all very true. But you'll likely season your statement with the assertion that most articles of merchandise are usually commonplace and could not be treated as news, or written about in an interesting and instructive way. Wait!

There is a certain widely exploited food, the advertising of which is confined mostly to clever pictures and a decidedly limited amount of text. The manufacturer recently defended this advertising on the ground that there is really little which can be said about breakfast foods—that the only

Eating Its Head Off

Printed matter that is not sufficiently attractive in appearance and literary style to be read, and read thoroughly, is like a horse that eats more than it earns.
Is your literature being read, or is it "eating its head off"?

Anything in the printing line that bears the Acton imprint, and has had the benefit of the complete Acton service, has a "pull" to it that is bound to result in an increase of business.

With Acton service you get everything that goes to make your literature a veritable salesman. Experienced artists, designers, copy-writers, compositors, pressmen and bookbinders, with the latest ideas, appliances and machinery, combine to give you printing worth while—printing that talks. Shall we send a salesman?

Acton Publishing Co., Limited

TORONTO:
1229-31 Queen Street West

MONTREAL:
Coristine Building

function of this kind of advertising should be to exploit the brand name as prominently and widely as possible.

He said all makes of the better class of breakfast foods are practically alike and that nothing really distinctive could be said about *any* of them.

This manufacturer's ads. are totally *lacking* in the news element.

I had the pleasure some time ago of inspecting this manufacturer's plant. The thing that impressed me most was the opportunity this factory afforded for hundreds of real news advertisements.

Intensely interesting ads. without number could be written about the great plant, the wonderful special machinery, the thousands of contented employes, the unusual method of packaging, the rules of hygiene and sanitation that are enforced throughout the factory, and hundreds of little details of manufacture that seemed wonderful to me, indeed.

ADVERTISERS DO NOT RECOGNIZE NEWS VALUE OF THEIR OWN PRODUCT

It is often the little things that are the most impressive, and in this factory there are thousands of little details and everyday happenings that the public would find mightily interesting and instructive.

The trouble is that this manufacturer regards these things as commonplace.

He's the man on the inside, and he cannot see his factory with the eyes of the public.

Here is his wonderful, big plant chock-full of real news and human interest stories that the public would find highly instructive and entertaining. Yet every year he is spending thousands of dollars advertising pretty pictures and flowery phrases.

BANK ADVERTISING LACKS LIFE

Most bank advertising is absolutely dead. It consists, chiefly, of conservative statements regarding resources and liabilities, sprinkled with trite, dignified advice about "save your money, young man!"

The news element is sadly lacking in bank advertising. It is neither entertaining nor instructive.

It is a safe bet that most of this class of bank advertising is not read, for the average banker will tell you that advertising does not pay and that he is advertising merely as a matter of duty.

I have in mind a large national bank that runs this lifeless kind of advertising. When I suggested to the president that he put a little of the news element in his advertising—that he make the advertising interesting and instructive, the idea was ridiculed.

"Why, young man," he said, "the very nature of a bank makes it unsuitable for news advertising, for there is little about a bank that could be regarded as interesting and entertaining."

Again we have the viewpoint of the man on the inside—a man whose eyes are shut to the possibilities for good advertising that are harbored under the bank's roof.

¶ The astute advertiser nowadays seeks, in the selection of his medium, for the kind of circulation in which the element of waste is smallest.

The Gazette - Montreal

stands supreme in this respect. In Montreal, every morning, The Gazette reaches all the people worth while.

The Gazette Printing Company, Limited

The Sun

VANCOUVER, B. C.

SWORN STATEMENT OF CIRCULATION

DOMINION OF CANADA
PROVINCE OF BRITISH COLUMBIA
COUNTY OF VANCOUVER TO WIT:

IN THE MATTER OF THE CIRCULATION OF THE SUN

I, Richard S. Ford, of the City of Vancouver, in the Province of British Columbia, Managing Director of the Burrard Publishing Company, Limited, publishers of THE SUN, do solemnly declare;

That I have personal access to, and have carefully examined the records of the circulation department of THE SUN, a newspaper of the City of Vancouver, and hereby under oath declare that the average net paid circulation per day from June 1st, 1912, to June 30th, 1912 exclusive, was twenty thousand four hundred and two (**20,402**).

And I make this solemn declaration conscientiously believing the same to be true and knowing that it is of the same force and effect as if made under oath and by virtue of the "Canada Evidence Act, 1893," and amendments thereto.

DECLARED before me at the City of Vancouver, in the Province of British Columbia, this 5th day of July A.D., 1912,

John Stafford

Notary Public

Richard S. Ford

Man. Director of the Burrard Publishing Co., Limited. Publishers of THE SUN.

The bank in question has a wonderfully big vault of the most modern construction. Think of the great number of interesting and instructive stories that could be written about this vault!

This bank has a ladies' department. Think of the newsy little ads. that might dwell on the unusual convenience this department offers to women.

This bank has a savings department. Think of the entertaining and instructive biographical stories that could be written about successful men who started as poor boys and accumulated wealth by saving.

Hundreds of newsy ads. replete with human interest could be written.

An inspection of this bank would doubtless reveal many other details and incidents that would make ideal subjects for news advertisements.

JEWELRY MARVELS IGNORED IN ADVERTISING

A well known advertising authority declared recently that the magazine advertising of a certain famous New York jewelry store was "snobbish."

I will not enter into a discussion of the merits of these hand-lettered advertisements, but they are certainly lacking in the *news* element.

They are as dry, stilted and uninteresting as it is possible to make advertising.

One glance at them usually discourages further reading.

They probably bring results, however, owing to the magic of the signature; but it is safe to say that these advertisements are not read by the number of persons that would read them if they contained more of the news element.

Any one who has been through this wonderful jewelry establishment will at once realize how this marvelous store would lend itself to *real* news advertising.

You'll find there a thousand and one things of interest, which would make entertaining and instructive reading for the public.

Of course, some articles of merchandise are better adapted to news advertising than others. There is no question about that.

But if some advertisers would only look around them—take an *outside, impersonal view* of their goods or store or factory, their advertising would be on a higher plane.

The several incidents I have cited here are not intended as criticisms. I have used them merely to be better able to demonstrate the doctrine of the value of the news element in advertising.

Advertising does not pay, some say, for "we have tried it."

If the article that is to be advertised possesses real merit, if the merchandising plans are right, if the advertising is right, advertising *will* pay—*providing the advertising is read.*

And advertising will be read if it is worth reading; if it contains *real news;* if it is interesting, instructive, entertaining.

—*Judicious Advertising.*

* * *

No one is a winner until the winnings are disposed of.

Don't Spoil the Ship

for the proverbial ha'porth of tar!

Your good half-tones and zincs deserve the very best skill and care when you are getting electros and stereos made from them.

We have the plant, equipment and skilled workmen to turn out the highest grade electrotypes and stereotypes with assurance of prompt delivery.

Why not entrust us with your work? We have a number of Canada's largest advertisers on our books as regular customers. May we serve you?

Send us a trial order when in the market for Fall advertising cuts.

PRICES MODERATE.

TORONTO ELECTROTYPE AND STEREOTYPE FOUNDRY

Pearl Street **TORONTO**

REACHING THE FRENCH CANADIAN

An Article designed to encourage and stimulate interest in the most concentrated trading area of Canada, viz., Montreal and Quebec Province --By Henry W. King, Ontario and Western Representative for "La Presse," Montreal

FOR nearly ten years I have given special study to trade conditions and possibilities of Quebec Province with its two and a half million French speaking population. I have been privileged to study from every possible angle, first, from the standpoint of buyer of space and general manager, then from the advertising agency's viewpoint, and latterly, as the representative of the largest French newspaper. In this latter capacity I have travelled Quebec Province so that I may get first hand knowledge of conditions as they exist to-day. I got away from the beaten tracks and penetrated into towns and villages, where, unless you spoke French, you would be escorted to the only man in the village who could speak a little English, who, after you had trotted out the few words of French you could remember (and it is strange what a habit the memory has of failing at such times) managed to interpret your requirements to your French guide.

The all too common notion that prevails amongst many advertisers that the bulk of the French Canadians read and speak English is a fallacy, as the merchant finds to his sorrow the moment he tries to conquer Quebec Province, or even Montreal, with the aid of English literature, labels and travellers only. He has probably been deluded into this idea by an occasional trip to Montreal, arriving there in the morning, meeting his business friend at an English hotel a few yards from the station located in the west end of Montreal city, and leaving at night on his homeward journey. He has probably forgotten that Montreal is the first city of Canada and contains seventy per cent. French speaking people. These people are located chiefly in the eastern portion where the wives and children speak French and the husband is glad to lapse back into his mother tongue, if through force of circumstance he had passed the working hours in contact with his English brethren. It is, however, among the French Canadian, as with every other civilized nation or people, the *woman who buys*, and she is naturally influenced by the literature that enters her home. There you will find everything in French, and this is where the daily and weekly plans are consummated in the purchase of the necessary articles required in the home.

Strange though it may seem, our American and English brethren are wiser than we are, for they usually send their man to investigate thoroughly the conditions, and in nearly every case have been rewarded in securing a larger business in a shorter time than they

¶ *The Toronto Daily and Sunday World have a combined circulation of more than*

118,000

¶ *You can get immediate, direct results from an advertisement appearing in both papers.*

can secure in any part of Canada. This is because there is a larger population concentrated in a smaller area than applies elsewhere, for because of the language the French newspapers have a larger circulation than the English newspapers with less overlapping and "economy" for the merchant, both in advertising costs and distribution.

While it is impossible to give specific advice in a general article, yet there are certain guiding principles that can and must be applied to every business desiring the trade of the French Canadian. I will enumerate some of them.

(*a*) You should apply very much the same methods as you would do in arranging for the distribution of your goods in the North West and British Columbia, *i. e.*, open an office in Montreal or some point most suitable for your business, or appoint a local firm to handle your business. Local conditions make this very important.

(*b*) Appoint a manager or representative who understands French and English, and see that he employs a full quota of French Canadian travellers to take care of the purely French speaking districts, of which there are many. English travellers cannot succeed in these districts.

(*c*) Have at least one-half of your labels, direction sheets and general literature printed in French. A good plan is to adopt the system used by the government and railroads and have half in English and half in French.

In Quebec, as elsewhere, the literature that gets into the home is most effective. This literature should be translated into French. *Better say a little in the language understood by the bulk of the people than a whole lot in a language understood only by the few.* The classes may be all right in a few isolated cases, but usually it is the masses that keep the wheels moving and make big enterprises possible. Don't, therefore, yield to any proposition, whether it be literature, show cards, posters or newspapers that will only convey your message in English. If you would reach 80% of the French Canadian public you must appeal to them in the French language.

Much more could be said but space forbids. The writer would be glad to give anyone interested in securing a good share of the French Canadian trade, fuller information and advice for the asking.

Just a word in conclusion—*go slow.* Better take the time to master the difficulties and details attendant upon opening up the province of Quebec than rush into it in a hurry. It pays in the end, for I am convinced there is no territory that will respond to good thorough treatment so liberally and quickly as Quebec Province. You would not think of advertising in Germany or South America in English, neither should you expect to reach the trade of French speaking Quebec through English travellers, literature and newspapers. You will be disappointed if you do. Be rational and you will find the French Canadians good buyers and your best business friends.

THE DAILY PROVINCE

REGINA, SASK.

The Leading Conservative Morning Paper in the Province of Saskatchewan

Daily average in	March,	1912	.....	**5,308**
" " "	April,	,,	.....	**5,473**
" " "	May,	"	.....	**5,573**
" " "	June,	"	.....	**5,960**
" " "	July,	"	.....	**6,527**

These are our net circulation statements for five months and show that our paper is winning its way on its merits.

The advertisers can profit by the interest which attracts subscribers at this rate.

Our rates based solely on circulation will be sent to you on request.

Leaders in Two Strong Growing Cities

The Times

ST. THOMAS

Circulation—Daily, exceeding 5,000; Weekly, exceeding 1,800

The Herald

STRATFORD

Circulation—Daily, exceeding 2,700; Weekly, exceeding 2,600

Each leader in its territory, handsome, well-printed, well-edited, well-featured, strong in local news, among high-rankers in Ontario press.

Circulations almost wholly home-delivered or by mail. Circulation figures are norma , not boomed, and are growing steadily. Each city in 15,000 class, dominating centre of rich, progressive, well-populated district.

YOU'LL BE PLEASED WITH THIS PAIR ON YOUR LIST

The Times Printing Co.
of St. Thomas, Limited
L. H. DINGMAN, President

The Stratford Herald Printing
Company, Limited
W. S. DINGMAN, President

LOOKING AHEAD

A Review of Canada's Great Possibilities and a Forecast of Future Development, by F. P. Megan, Canadian Manufacturers Association.

THE smoking chimneys of twenty thousand and more factories, the forests and prairies resounding with the feverish bustle of construction-camps, the elevators groaning with the first fruits of this year's harvest, these are the outward signs, the visible measure of our prosperity. Canada's national advertising has rung true. It has been based on an honest product—a wealth of natural resources comparable only to the fabled wealth of the Spice Islands, the quest for which revealed our continent.

There is no fable about Canada's prosperity. The manufacturer who has doubled his equipment and is seeking artisans to man it, knows. Every man who has learned a trade—nay, every man who can wield a sledge hammer—is employed.

And what is a nation's prosperity but its ability to supply profitable employment to all its citizens? The cry from Western Canada for fifty thousand harvesters spells a famine in Eastern factories. Each year the call of the West comes with insistent appeal to the wage-earners of Ontario. The golden hope of one hundred and sixty acres of their own is alluring. And how few of that industrial army ever return!

There is no question about Canada's prosperity. The only question is how long will it last? The answer must be sought in a consideration of the elements which go to make up present conditions. Our public works, including railways and canals, represent the annual expenditure of immense sums and the employment of a multitude of men. A market is made for supplies of all kinds, for clothing and for good products. But a glance at a map of Canada shows that, great as has been the development of the past, that of the future will be still greater.

The land of the North and West will be taken up and with settlement must come transportation. The completion of the G.T.P. with the Quebec Bridge, the linking up of the Canadian Northern systems, the Hudson's Bay Railway, and the various canal projects, will in themselves tax the capacity of Canada in construction work for years to come.

Then, there is the Western settlement. Three hundred thousand or more will go into that country this year. What does it mean? Ask the manufacturer of shoes, or of clothing and of farm implements what three hundred thousand additional customers mean.

And, finally, there is our own north country—northern Ontario, with its silver and gold and with that which is more precious by far—a broad clay-belt, capable of supporting a million or two

A LIVE DAILY
IN A
BUSY CENTRE

POPULATION BRANTFORD - 28,000
CICULATION EXPOSITOR - 6,500

The "EXPOSITOR"
BRANTFORD

The Daily "Expositor" is one of the most progressive newspapers in Ontario. It is a live, up to date daily and its circulation reaches 90 per cent of the resident of that rapidly growing busy manufacturing centre —Brantford.

Place your advertisements before this progressive community, through its big local medium, and the results will delight you

Circulation exceeds 6,500

Economic Advertising

will most effectively cap the efforts of your advertising manager and solicitor to get business for your paper.

It goes regularly into the offices of our leading National Advertisers, reaching a class of desirable customers you may have failed to land, or of whose existence you are unaware.

Use its columns regularly ! It will pay you well !

Economic Advertising
The Canadian "Printer's Ink"
Mail Building TORONTO

The
Evening Journal
of St. Catharines

GROWING

Daily Average Circulation for 1911, Guaranteed

2,809

¶ Covers entire Niagara Peninsula, one of the richest districts in Canada.

It Brings Results

IMPROING

The Journal of St. Catharines
LIMITED
J. M. Elson, Managing Director
112 St. Paul St., St. Catharines, Ont.

farmers. This rich possession, lying at our doors for all these years while we were striving to fill the insatiable maw of the Western prairies—this rich wheat land will yet be one of the finest markets for our manufactured products.

It is a time for optimism. The business barometer stands high. Manufacturers and merchants are spreading their sails to the favoring breezes. There seems nothing in the present situation to suggest a reaction.

MEN AND MEDIA

THE celebration of the sixty-fifth anniversary of the *Montreal Witness* brought forth encomiums alike from pulpit, platform and press, and it is something to be proud of that the control of this leading daily has been in the hands of the Dougall family for no less than three generations.

The circulation, we understand, in a very short time, has been nearly doubled, and this without commissions, premiums, prizes, or any other kind of reward.

No less a sum than one hundred thousand dollars is to be expended in the near future on further development, mainly in strengthening the *personnel* of every department, and in enlarging the existing extensive premises.

There seems to be a splendid opportunity here for ambitious journalists, and advertisers will do well to make their reservations before existing rates advance.

* * *

There seems no end to the enterprise of the Western Cities in boosting the facilities they enjoy, and Moose Jaw is in the front rank with the most up-to-date of them.

George H. Tyndall, advertising manager of the *Moose Jaw News*, was in town the other day, and reported things booming in this locality.

An elegant folder gotten out by Moose Jaw Board of Trade, well illustrated, tells convincingly of the possibilities and opportunities in this section. It was printed and handled throughout by the News Publishing Co. of this city in less than ten days.

* * *

The well-known engraving house of Legg Bros., Jordan Street, Toronto, has been reconstructed and will henceforth be known as Legg Bros., Limited.

Mr. J. I. C. Wilcox has disposed of his entire interest in the business, and the whole establishment has been completely reorganised.

The firm are now in the best position to produce the highest class of designing, illustrating, half tone and zinc etching work, and should command a large volume of this ever-increasing business.

* * *

Closer co-operation between newspaper publishers was the keynote of the 16th Annual Conven-

tion of the Western Canada Press Association held in Port Arthur on July 31st and August 1st and 3rd

It was decided in order to improve news service, to wipe out free publicity and other evils, and to develop advertising, that a travelling organizer should be employed for the three or four months preceding the next annual meeting.

John M. Imrie, of *Printer and Publisher*, gave an instructive address on "Organization and the Cost System," which was much appreciated.

J. W. Defoe, Winnipeg *Free Press*, was elected president for the ensuing year, and affiliation with the Canadian Press Association was effected.

* * *

J. F. MacKay, business manager of the Toronto *Globe*, left last month for a three months trip to the British Isles. He was presented with a steamer rug and umbrella by the *Globe* staff previous to his departure.

* * *

We regret to have to record the death of Alexander McPherson, one of Ontario's best known old time journalists, at the age of 78. Mr. McPherson was for over thirty years proprietor and editor of the Berlin *Telegraph*, and had been living in retirement in Toronto for the past twelve years.

* * *

Sunset, the bright house organ of the McLennan, McFeely Co., Vancouver, makes its appearance in August number in a new dress and form and incidentally celebrates its first birthday.

* * *

The *Leader*, Regina, to celebrate the opening of their handsome new six-storied building, forward a most attractive booklet detailing the possibilities of Regina and Saskatchewan.

The text matter, forcibly written, holds the interest from start to finish, and is relieved by a number of excellent illustrations. Such booklets as these have real advertising value.

* * *

The *Sun*, Vancouver, have departed from the beaten track and to advertise their facilities have hit on a novel stunt. In letter form they have reproduced a number of letters from local advertisers appreciative of the good results accruing from publicity in the *Sun*, which certainly hammer home the value of this paper as an advertising medium.

* * *

Financial Advertising is the title of an attractive and artistic booklet which reaches us from Advertising Designers Limited, Toronto.

The colouring scheme is quiet yet effective, and the reading matter well written and convincing. This booklet should prove a business getter.

* * *

The members of the Alberta and Eastern British Columbia Press Association at their annual meeting

AN APPRECIATION

Credit Where Credit Is Due:

"In regard to our own business, we might state that we find the dairymen of Ontario by far the best pay of any class of farmers that we deal with. They have got the money to pay for the equipment they buy and they order more freely than the farmers who are grain growing or raising beef, and in the counties where dairying is carried on, our percentage of

CASH SALES IS FIVE TIMES GREATER

than in the other counties. If you care to make mention of this in Farm and Dairy, we will be pleased for you to do so, and we can verify what we state by figures."

BEATTY BROS., Fergus, Ont., per M. J. BEATTY

We reach these Dairy Farmer people exclusively with their own farm paper, weekly.

Our dairy farmers OWN farms, averaging each above 145 acres; each have ANNUAL INCOMES exceeding $2,000.

We now represent buying power exceeding $32,000,000.00 annually.

WE GUARANTEE the reliability of our advertisers to our readers: hence WE REFUSE all Patent Medicine, Electric Belt, Liquor, Tobacco, Get-Rich-Quick Schemes and all Questionable Advertising.

Specimen copies, details of circulation and other information you will want. Yours on request.

FARM & DAIRY, PETERBORO ONTARIO

"A Paper Farmers Swear By"

in Nelson elected M. R. Jennings of the Edmonton (Alta.) *Journal* president, and chose Edmonton as their next meeting place.

The other officers are: Vice-presidents, George Gordon, Ponoka (Alta.) *Herald;* W. Garland Foster, Nelson (B.C.) *Daily News;* and S. R. Hodson, Ikotaks (Alta.) *Review;* secretary-treasurer, C. F Hayes, *Edmonton Bulletin.*

The members of the new executive committee are: J. H. Woods, Calgary (Alta.) *Herald;* A. G Terrill, Medicine Hat (Alta.) *News;* F. W. Galbraith, Red Deer (Alta.) *Advance*; Vernon Chapman, Golden (B.C.) *Star:* and Charles Hayden, Calgary *News-Telegram.*

The editors visited the West Kootenay Power and Light Company's plant at Bonnington Falls on the Kootenay River and the Slocan Fishing Pool. Features of the entertainment programme were a smoker at the water front, special entertainment for the ladies, an excursion on Kootenay Lake, a banquet at Kaslo as the guests of the Board of Trade of that city, a visit to the famous Blue Bell mine, and a concluding banquet at the Kootenay Lake Hotel in Balfour.

* * *

T. H. Frazier, well known in newspaper advertising circles in the United States and Canada resigned the position of advertising manager of the Vancouver, B.C., *News-Advertiser* on September 1st He will make a trip into the northern country. Upon his return he will go east where he will engage in the newspaper advertising business.

* * *

D. B. Taylor, for several years connected with the Woodstock *Sentinel Review* and *Rod and Gun in Canada*, has left for Prince Rupert, where he will assume the management of the *Prince Rupert Daily News.*

* * *

H. J. Marshall, Advertising manager of the Saskatoon *Daily Star*, was in town for a few days recently on a business trip, and reports a splendid increase of business since the absorption of the *Capital* by the *Daily Star.*

* * *

J. A. Aiken, publisher of the *Saskatoon Phoenix*, has purchased the *Prince Albert Times.* G. H. Heighway is now business manager of this publication.

* * *

The Ambitious City, Hamilton, has certainly surpassed itself in the very excellent booklet just received. Both pictorially and artistically it reaches a very high degree of merit, and the facilities enjoyed by this thriving city are brought home to the reader in terse and telling language. An excellent map accompanies the booklet. A copy may be had by applying to H. M. Marsh, Commissioner of Industries, Hamilton.

* * *

Don't be only the architect of ideas—be both the architect and builder of them.

Mr. Manufacturer!

If yours is the ONE BEST PRODUCT in your line in Canada, it is surely worth talking about.

And advertising is the one best channel through which to talk to a public with unlimited purchasing power.

But there are shoals and shallows ahead, and the ONE BEST WAY to stop the leaks in your advertising appropriation it to let the **one best agency** handle your account.

Woods-Norris Service

is personal, thorough and economical.

Whether your advertising investment is large or small, we can show you how to make each dollar go further.

Drop us a line or ask our representative to call.

WOODS-NORRIS, LIMITED

Advertising Agency

Mail Building, Toronto

What One Manufacturer Saw

Your Sales are Undermined

ONE of the leading officers of the Canadian Manufacturers' Association at the Convention last year pointed out that foreign manufacturers were spending far more money in advertising in Canada than were Canadian manufacturers. And he ascribed to that, the great amount of foreign goods which were being sold here.

They were getting results.

Making a Name

Some Canadians heeded that story with the result that during the past year a number of articles have become standard throughout the country. Canadian food products, underwear, cleansing compounds, toilet requisites and candies are known to all newspaper readers—and where is the man, woman or child who is not a newspaper reader?

But, Mr. Manufacturer, have YOU made sure your position in the Canadian market during that period? If a foreign manufacturer came to recognize the importance of the country, and entered it with a strong advertising campaign, are you quite sure that you would hold your customers?

Talk Through "The Globe"

Advertising is Insurance. If you have talked to the Canadian buying public and educated them to the knowledge and belief that your goods stand for quality, reliability and satisfaction, you need fear no competitors.

You can talk to the best buying public in Canada —58,000 families through

The Globe

TORONTO

CANADA'S NATIONAL NEWSPAPER

OCTOBER—1912

Economic Advertising

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WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING, TORONTO, CANADA

78,187

LARGEST DAILY NEWSPAPER
CIRCULATION IN ONTARIO

Toronto Daily Star

2nd Paper, 65,152.
3rd Paper, 57,650.
4th Paper, 55,545.
5th Paper (Not published).
6th Paper (Not published).

No advertiser can hope to reach all the people in Toronto and surrounding towns without using CANADA'S THIRD LARGEST DAILY NEWSPAPER, The Toronto Daily Star. The fact that the Star carrys more display advertising than any other daily newspaper in Ontario, shows that most advertisers realize this.

Detailed circulation statement giving full particulars of city, as well as outside circulation, gladly furnished.

UNITED STATES REPRESENTATIVES:

C. H. EDDY
5024 Metropolitan Bldg., N. Y.

EDDY & VIRTUE
People's Gas Bldg., Chicago

Economic Advertising

ADVERTISING RATES

	1 month.	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

Vol. 5. Toronto, October, 1912 No. 10

STRAIGHT TALKS

THE PLACE OF THE MAGAZINE

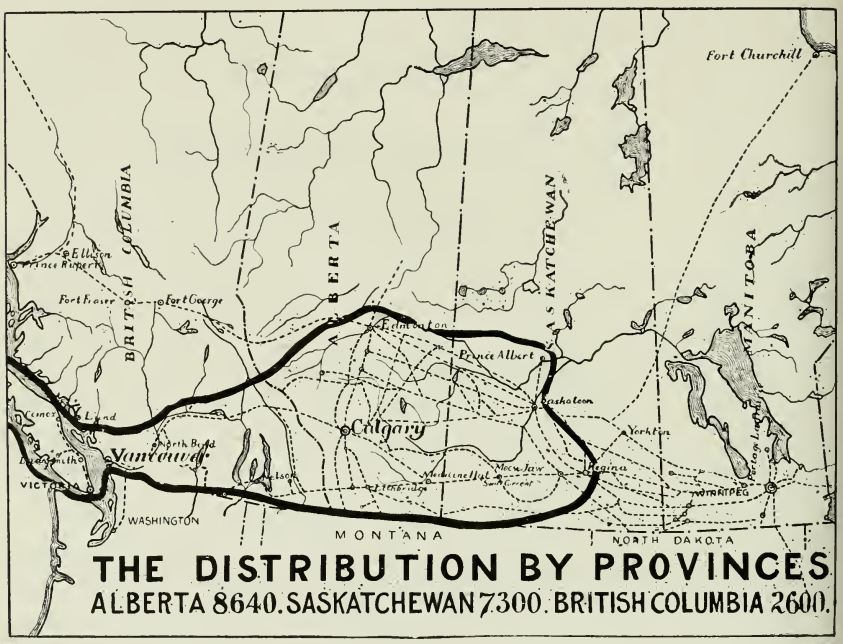
WITHOUT in any way apologizing for our recent editorials and articles on the value of newspaper advertising, we have, perhaps, neglected somewhat, in the last few issues, the many other forms of advertising—the magazine, bill board, trade paper, house organ, street car card, catalogue, painted and electric sign, etc.—all important factors in the great modern force known as publicity.

And in this dissertation, to make amends for any possible remissness, we will try to point out what is the real place and value of the magazine in an advertising campaign.

First of all let us assert most emphatically that there is no question as to which is the better advertising medium, when comparing the magazine and the newspaper. Each is supreme in its own field, and these fields do not clash.

Although conditions, we are aware, vary considerably in different sections of Canada, it is quite safe to make the broad statement that the advertiser, who is planning a national campaign, must use the magazines, whilst the newspapers are and always will be the prime factors for success in the local field.

Many of the failures in newspaper advertising have been the result of an attempt to make the newspaper a national medium. The mistake has often been made of trying to expect the newspaper's influence felt outside its natural sphere. A daily paper generally



Fix This In Mind—

The Canadian West has distinct agricultural areas and trade zones. In the farther Middle West agricultural problems are peculiar: There is dry farming, winter wheat and alfalfa growing, in addition to ranching and stock farming.

It is this district shown in the above illustration, shaded, that the FARM AND RANCH REVIEW serves with its practical discussions, agricultural news features and advertising pages.

Circulation now in excess of 18,000.

Rates, space and information in detail may be had from the publishers, or any responsible advertising agency.

Farm and Ranch Review, Limited

PUBLISHERS

Calgary -:- Alberta

covers a certain town, city or district, and within its own sphere of influence it reigns supreme.

But the magazine has a far-reaching influence not limited by the arbitrary divisions of county or province—it is almost equally valuable as an advertising medium in every section of the country.

Truman A. deWeese, in an address to the Sphinx Club, aptly compares the magazine and the newspaper.

"Magazines," he said, "are the artillery of advertising, newspapers are the infantry. By shelling the citadels of Doubt, the big guns of the artillery can bring on an engagement. Shelling the consumer will quite often force a capitulation, but detachments of infantry thrown against the weaker places is good strategy in publicity warfare. The big guns of the magazine artillery have more carrying power, but it is the constant 'ping ping' of the newspaper infantry that sometimes drives the purchasing public into places where the goods can be bought.

"The magazine creates a demand for a commodity through national advertising. The newspaper localizes and focalizes this demand by bringing the consumer to the door of the dealer. Intelligently used, the newspaper can crystallize the national fame of a trade-marked commodity into actual sales at the various points of distribution."

So that, in a word, magazine and newspaper advertising are not antagonistic—on the other hand the best results are obtained when the latter is used to supplement and crystallize the former.

To appreciate properly the power which the magazine advertisement has wielded in the present generation, it is necessary to recall the many articles which have contributed so largely to the development, convenience and entertainment of the human race.

The safety razor has liberated man from the thraldom of the barber shop, the advertising of breakfast goods has revolutionized the morning meal, the perfected phonograph and player piano have brought music and pleasure into thousands of homes, and the telephone and typewriter have altered business methods beyond all knowledge.

Then, too, in the line of household supplies, kitchen cabinets, labor-saving devices, bathroom ware, underwear, clothes, boots, and a thousand other commodities, it is magazine advertising that has familiarised the public, and made home a happier, more comfortable and more sanitary abiding place.

We might multiply this list indefinitely—and tell of how the magazine has hammered home the benefits and necessity of life insurance—how it has introduced the automobile as a means of comfortable and economical movement from place to place.

These and many more commodities owe their successful intro-

Every Person Worth $2,000

THE average person living in any community is worth $2,000 to that community every year, by reason of the money which he puts in circulation, the increase in trade which results from his barterings in the commercial field, and his economic relations to every phase of community life.

These figures are given by J. Bruce Walker, Commissioner of Immigration, and are the result of careful study of the economics of immigration and the relation of the individual to the community.

Allowing the accuracy of this estimate, and it is said to be conservative, last year the Dominion of Canada was enriched to the extent of $708,474,000 by its immigrants, and this year the figures will be in excess of $800,000,000.

It is needless to dwell on what this means in the way of increased business for the Dominion, particularly the Western section, as the major part of this gigantic sum finds its way to Western Canada, to which the great bulk of the immigration is ticketed.

This economic value of $2,000 per annum is largely responsible for the great records that are being made in the West and then broken again. And that estimate of the value of an individual is not for the first year in which he resides in the community alone, but goes on with each succeeding year, and is added to in turn by the newcomers, but never decreases.

Eastern Advertising Agencies are now in a position to know just what this means to the business man of Eastern Canada. By consulting them, advertisers will learn something new of the great possibilities of an advertising campaign among the cities of the plain, where there are thriving dailies offering rich publicity in the best market of the Dominion.

All such campaigns would first include the **WINNIPEG FREE PRESS,** the Big Daily Paper of the West. **Circulation, 63,381 daily.**

Edgar J. Guy, Canada Life Bldg, Toronto, Ont.

Eastern Representative

duction to the intelligent section of the public to the splendid publicity of the magazine, and it is the intelligent class who represent the largest spending power of the nation.

But the greatest of all the advantages which the magazine possesses as a national medium, is that which is reflected by the high class nature of its editorial contents.

To quote again from Mr. DeWeese's able speech:

"The high-class magazine has a reputation for breadth of editorial treatment, for unwavering accuracy and high literary tone. Every advertisement in that magazine partakes somewhat of the

Charles F. Higham, the well-known London, England, advertising expert writes:—

"I think your little Journal is exceptionally well-arranged, easy to read, and very interesting."

dignity and tone that pervades it, and the reader unconsciously attaches more weight to the advertisements.

"The newspaper throws a motion-picture of civilization on the white screen of publicity. The magazine holds the picture there until it brings out all the lights and shadows, and gives to human intelligence the proper perspective."

The newspaper's life is hardly ever more than 24 hours, but the magazine lives for months, is passed from hand to hand and from family to family, and in many cases is bound with the ads into semi-annual volumes.

The newspaper will continue to give the world a daily picture of the happenings of the times, but the magazine will remain to exert its influence towards the uplift of idea, the information and the entertainment of the human race.

A SQUARE DEAL

STANDARD Advertising, published and edited by Seth Brown in Chicago, has many bright sayings, wise words and good advice to commend it. And the inspiration for this "Straight Talk"—and it is of no value unless we make it "straight"—has been garnered from the said Mr. Brown's leader on "Why and How Should a Publisher Advertise?"

Of course, he is dealing with the States, where competition is more rife, and conditions generally are somewhat different to what they are here, but speaking generally his remarks apply.

We are dealing with Canada pure and simple, and the first

Quality—Quantity Results

You get them all when you advertise in

THE NEWS

The only evening paper in Toronto having its own carrier service.

A LIVE DAILY IN A BUSY CENTRE

POPULATION BRANTFORD - 28,000
CICULATION EXPOSITOR - 6,500

The "EXPOSITOR"
BRANTFORD

The Daily "Expositor" is one of the most progressive newspapers in Ontario. It is a live, up to date daily and its circulation reaches 90 per cent of the resident of that rapidly growing busy manufacturing centre —Brantford.

Place your advertisements before this progressive community, through its big local medium, and the results will delight you.

Circulation exceeds 6,500

question to answer is, "Are Canadian publishers giving their clients a fair deal?"

We may be treading on dangerous ground, but, for the good of the cause—here goes!

Put this leading question to yourselves. "Do you as advertisers satisfy yourselves, in every, or in only a few cases that you are getting what you pay for?"

You buy a quarter's worth of oranges in the grocery store and get a dozen or six—whatever number you bargained for—but when you buy good white space—a commercial quantity—how often is the circulation a myth?

Don't think for a moment we are knocking the publisher. We couldn't exist to load you with these words of wisdom without him.

But what we do want to get at is why there is this shyness, this reticence about giving the only man who makes the paper possible his just dues.

We believe that every advertiser is justified in demanding not only the total sworn circulation of the medium he is using, but in addition, the sworn circulation of the paper by counties, towns, provinces, or in any way that can possibly be of help to him.

Advertising is a serious game—the haphazard end has nearly gone to the wall—and the man who wishes to concentrate—and concentration is half the battle—must know *exactly* the number and class of readers he can reach in any one locality.

Already some of our leading publishers have awakened to this fact—their statements are before us as we write—but a casual glance at the September issue of *Economic Advertising*, will convince you that many of our best advertisers in the highest standing are content with the most platitudinarian generalities. And they don't confine themselves to our columns. Booklets galore pour into this office. Some we try to review. Some are too mediocre even to notice.

Mr. Publisher, you have got the finest article for sale which God ever made—the printed word. For good or ill you can wield a tremendous influence.

And your great trouble is your advertiser or prospective client does not know what you have for sale, and you omit to enlighten him.

First, tell him the number of people you reach each day—and back your statement by proof—then the class of people, getting down to brass tacks as near as possible—and on the top of that don't be afraid to show him your subscription lists with details of town and country circulation.

Some of our leading papers are doing this, by means of maps, detailed statements of post office circulation, and other means. But the millennium is not yet!

Come brothers all, and give the advertiser a real run for his money. This is all he asks of you.

AFTER ALL

when you want to do business with the largest possible number of wide-awake farmers, you will use the advertising columns of

The Farmer's Advocate and Home Magazine

(ESTABLISHED 1866 CIRCULATION, SWORN 32,892)

This publication, now in its 47th year, has been going regularly into the homes of many thousand families for the second and even the third generation, and results from advertising in it prove that our readers are well able to pay for their requirements; the vast majority own their farms and are therefore the best class to do business with.

A sample copy and rate card will be promptly sent upon receipt of your request. Write

The William Weld Company, Limited

LONDON, -:- -:- CANADA

¶ The astute advertiser nowadays seeks, in the selection of his medium, for the kind of circulation in which the element of waste is smallest.

The Gazette - Montreal

stands supreme in this respect. In Montreal, every morning, The Gazette reaches all the people worth while.

The Gazette Printing Company, Limited

A WARNING NOTE

IN the advertising field of Canada the outlook is extremely rosy, and the prophecies of continued expansion quite optimistic.

This is a healthy state of affairs, and reflects the general excellent condition of trade throughout the Dominion.

And it is gratifying to learn from several quarters that the successful advertisers of 1912 are anticipating adding a further sum to their appropriations for next year's advertising.

With clockwork regularity records are being broken every month—records of immigration, trade expansion, grain production, and newspaper and magazine development, and there is not a cloud on the horizon to dampen the ardor of the optimist.

The advertising business has no place for the pessimist, but at the same time the successful business which has of late been coming along has a tendency to create a spirit of *over-optimism*.

We have repeatedly pointed out in these columns that advertising is not a panacea for all the ills of the modern business. In fact, advertising is so inseparably linked up with good service that the former fails to carry any weight if the latter is absent from the store, warehouse or factory.

Much damage has been done to the cause of good advertising by the over-enthusiastic ad-solicitor who is repeatedly claiming that advertising can and will accomplish what it was never intended to.

This, then, is the tendency in some quarters—to inspire a feeling of over-confidence in the power of advertising and to make statements to the effect that a certain amount of advertising must produce a certain amount of results—statements which the keenly discerning business man has learnt from experience are foreign to fact.

A little carelessness in selection of media, and in preparation of copy will inevitably result in an influx of advertising waste, and none knows better than the experienced advertising man how easily this waste can creep in.

The fruits of consistent advertising, backed by quality of goods and efficient service are remarkable enough, and nothing is gained by exaggeration in claiming that advertising at all times and under all conditions pays.

THE PERSONAL TOUCH

AS we scan the pages of history—and what study has more charm for the man of average intelligence—we are at once struck with the fact that, in every age, some dominant personality towers head and shoulders above his fellows.

IN OUR FIRST MONTH WE RECEIVED

Over 6,500 Paid Subscriptions

to the Canadian Countryman!—An average of 216 subscriptions for each day of the thirty, right from the start! This is a new world's record.

Our circulation organization is a live, efficient fact, therefore, we intend that it shall be a **permanent** fact, **increasingly** efficient month after month, year after year.

The advertiser wants circulation-**quantity,** as well as quality in the paper. At least, he wants to know the amount of circulation, though he may value the same amount differently in different publications.

We have proven our right to consideration by advertisers.

First:—We have *given an actual* paid circulation big enough for anyone to buy, as the result of the first month's work.

Second:—We sell space at a definite rate for the *paid* circulation used by the advertiser, per insertion.

Third:—We prove the circulation by postal receipts and news stand sale vouchers.

We are getting advertisers' orders for space by mail, in excess of appropriation in some cases, and it is plain that our straightforward, **absolute-delivery** method of selling advertising space is appreciated.

Have *you* studied our Rate Card?

Write for Your Space to—

A. L. McCREDIE, General Manager

The Canadian Countryman Publishing Co., Limited

8 Colborne Street, TORONTO Main 4744

Think what effect the personality and genius of Alexander, Cæsar, Frederick the Great, and Napoleon had on the history of their epochs. And, in looking at more recent times the names of Bismarck, Gladstone, Lincoln and Rhodes remind us of men who, by their masterful personality exercised a strange and powerful influence over their compatriots.

At the present day when the daily newspaper is in the reach of every one, a verbatim report of nearly every public utterance of note can be read a few hours after its delivery. And, what is more, your acquaintance with what has been spoken can generally be made at a time when you have leisure to weigh the speaker's words, and to ponder over the arguments educed.

Yet, how strangely unsatisfactory is the written word when compared to the spoken utterance.

Even though the audience may embrace thousands of listeners, the number of people reached by the spoken word can never compare in size with the number of readers of the reported speech in the daily press. Yet, the fact remains that it is the speaker's voice, his gestures, his inflections, above all, his personality, that enthral and hold his hearers, and appeal to men in an infinitely stronger and more convincing manner than ever the written word can hope to.

In the advertising world the power of personality has a value that cannot be disputed, yet how often we notice a total absence of the writer's personality in current ads.

To a very large extent the modern science of advertising relies for its effectiveness on the written word. Salesmanship in print must earn its right to exist as a modern business force without the voice, gestures and personal magnetism of the human salesman.

And so, it is not hard to recognize that advertisements framed in such language as to convey a sense of personal contact to the reader are the ones that will continue to carry men to the point where the purse strings are unloosed.

Don't lose sight of the personal touch in the writing of your advertisements. Make your reader feel his need for your commodity and then transfer your personality to paper in your endeavor to show him that *your* article is the one he *must* have.

Many modern advertisements have proven wonderful sellers because the writer has, as it were, embodied himself—his personality—in his ads., and has gotten into real personal contact with the reader by this means alone.

The most effective ads., speaking generally, are those in which the diction approximates that which would be used by the successful salesman in a verbal business transaction, and it is for this reason, perhaps, that the conversational style of ad. is coming into more general use, and is proving in many cases a forceful business-getter.

The
Evening Journal
of St. Catharines

G R O W I N G

Daily Average Circulation for 1911, Guaranteed

2,809

¶ Covers entire Niagara Peninsula, one of the richest districts in Canada.

It Brings Results

I M P R O V I N G

The Journal of St. Catharines
LIMITED
J. M. Elson, Managing Director
112 St. Paul St., St. Catharines, Ont

WINDSOR is progressing faster than any of the smaller Ontario Cities---Branch factories from U.S.

The General Advertiser should get next this new population.

The Windsor Record is the only medium that serves it.

It covers a territory containing 60,000, with its upward of 8,000 Circulation, Daily and Weekly.

CANADIAN FARM

A Paper With a Definite Circulation and a Definite Policy

A sworn statement of circulation.

Distribution by provinces and counties.

Books, mailing sheets, printer's bills, all open to examination.

This is the first business principle carried out by CANADIAN FARM.

Just as important, however, is a well defined editorial policy.

Accurate and comprehensive market reports.

Encouragement of more and better live stock throughout Canada.

Open discussions of matters affecting the farmers' welfare, financially and socially.

Straightforward and fearless editorials.

Send for information and a sample copy in which Prof. H. H. Dean commences his course on Dairy Cattle

The Farm Press
LIMITED
12 E. Wellington St., Toronto

CUTS AND HOW TO BUY THEM

By Ed. B. Curzon, Superintendent, Engraving Department, Toronto "Daily Star."

WE have been very fortunate in procuring for our readers a series of articles by the above well-known authority on getting the best results from cuts. A careful perusal of these articles cannot fail to be of the greatest use to every purchaser of engravings of any kind. Subsequent issues will contain articles on "The Question of Finish," "Shallow Cuts and the Evils Therefrom," "Choice of Screen as to Effective Printing," "The Selection of Printing Inks," "Zinc Half Tones as Compared with Copper."

Technical terms and phrases have been as far as possible eliminated, and the veriest tyro can digest this series with instruction and interest.
—Editor.

NO. 1—THE CHOICE AND SELECTION OF COPY

These articles have not been compiled for the purpose of enlightening any person directly connected with the engraving business, as they contain nothing but what any ordinary photograph engraver should know, but although he might be aware of what is written herein, some engravers do not exactly fall over themselves to give the benefit of their experience to any intending cut purchaser. This is a great mistake, because for the purpose of obtaining the best it is imperative that the cut buyer, the engraver and the printer should work together in absolute harmony and so ensure perfect and satisfactory results. Therefore for the uninitiated and also for the man who is somewhat more enlightened, but who is not altogether an expert, this article is respectfully proffered for the only purpose of suggestion and guidance.

The quality of a cut is usually decided more or less by the excellence or otherwise of the copy, therefore, let it be understood that to obtain a good and effective cut, the original ought to be the first and only consideration of the purchaser.

Of course, it is not always possible to be in a position to choose one's copy, as it sometimes happens that originals come to hand that were never intended for reproduction, therefore, it is up to the engraver to make the best of a possible bad job, but when one has the privilege of selecting copy, always be sure to get that from which the best results can be obtained. This is a very simple matter, especially with the assistance of your engraver. We will assume, for instance, that you are desirous of obtaining photographs of the interior of a factory, office or store for the purpose of reproducing in catalogue or booklet form, and you are naturally anxious to obtain the best effect with the principal idea of bringing before the public the advantages

With the Daily and Sunday World you get a combined circulation of over

118,000

46,893 on The Daily World and 71,300 on The Sunday World. More than 53,000 Sunday Worlds are sold and delivered in the City of Toronto alone every Saturday night

The Daily and Sunday World make a fine combination for your advertising and it will pay you to give them your biggest and best copy.

of your own, or some other person's premises. This, then, is the foundation of your results, and upon you hangs the responsibility of whether your finished job will be good, bad or indifferent. Your first idea will be that "any photographer will do," and you call in some mediocre man who probably has not the least idea of the kind of negative that is best suited for reproduction, to say nothing of the lack of uniformity in his finished prints, and this same fault has often been the cause of an otherwise good catalogue or booklet being spoiled. How often do we pick up an illustrated advertisement and notice that two or three articles of precisely the same nature are of an entirely different tone, or color, or possibly two interior views that have had the same photographic lighting facilities, are utterly different in appearance, one may be extremely contrasty, while the other is "washed out" and grey. This is all brought about by bad originals in the first place, and could be easily overcome if more thought and care were given in the first stages of reproduction. Assuming then, that the choice of copy is a main factor to ensure best results, I will endeavor to suggest a practical and usually satisfactory way of overcoming any possible difficulty in this direction.

It is usual in any engraving house worth while, to employ men who are kept expressly for the purpose of obtaining photographs that are best suited, and who are trained to meet the requirements of the engraver. It is a simple matter to write or telephone to send a man up, especially when that man knows what he wants and what is expected of him; it is cheaper, and certainly more satisfactory to all concerned. Any person who has had experience (perhaps bitter) will bear me out in this statement, as it is constantly cropping up day by day.

Having stated the necessity of care and forethought in this matter and the best method of overcoming it, I will endeavor to point out the kind of originals that usually give the best and most pleasing results. Supposing that these same originals are established, that is to say, are already in hand without any previous knowledge of reproduction, it is as well to know how they will eventually appear, being sometimes a matter of importance. For instance, the portrait of a great public man is given to the engraver to "turn out." The original consists of a photograph that in itself is a work of art, but for the purpose of reproduction it is an absolute failure. It is mostly of a "sepia" color with parts of the hair or head running into the background. The bust is usually more or less indefinite, having a tendency to vignette, which brings about a more or less yellow shade. This effect is absolutely fatal in an attempt at reproduction, as the finished result is nothing more nor less than a dirty black mass surrounding a face that is not altogether good to look upon, especially after the printer, and perhaps a bad one, has had his

The Leading Newspaper of Eastern Ontario

THE KINGSTON DAILY STANDARD

IN ITS 102nd YEAR

SWORN DAILY CIRCULATION, 3,900

IF YOU WANT CIRCULATION **PLUS** INFLUENCE, ADVERTISE IN THE STANDARD

RATE CARDS ON APPLICATION

EDMONTON JOURNAL

EDMONTON—is surrounded by the finest mixed farming district on the continent.

EDMONTON — is in close proximity to vast coal, mineral and timber areas.

EDMONTON—is served by three great trans-continental railway systems.

EDMONTON—is developing more rapidly than any other city in the Dominion.

EDMONTON JOURNAL—In this field the Journal leads all other daily newspapers in circulation, news and both local and general advertising.

EDMONTON JOURNAL—Sworn circulation **10,953** copies daily, audited by the Association of American Advertisers.

Canadian Newspapers, Limited—Journal Branch

M. R. JENNINGS, Editor and General Manager

JOHN MacLAREN. Business Manager

East. Representative : E. J. Guy, 61 Canada Life Bldg., King St. W., Toronto

innings. As a result, the great man is disgusted when he looks upon what is supposed to be a reproduction of a portrait for which he probably paid $30.00 a copy. Therefore it is easy to see that this could be readily overcome by sending to the original photographer and obtaining an ordinary velox or argo print from the same negative, that would probably cost 25c. or 50c. This kind of thing has actually happened, and will happen until people learn to discriminate between copy that is suitable and otherwise.

Having learned the kind of copy that has strong reproductive faults, I will endeavor to discuss those originals that have an extreme effect. Happy to relate, this trouble does not arise quite so frequently as in the previous instance, the reason being that the color in question is not so much in evidence in photographic prints, it being entirely unsuitable for portraiture, viz.: blue. As before stated, it very seldom happens that copy is sent in for reproduction bearing the earmarks of this color. When it does arrive, it is mostly in the form of a colored print taken out of some magazine or journal, and has usually been previously reproduced, therefore, the defect is brought to the attention of the customer, its shortcomings explained, and is made the best of. There is not really a great deal more to say regarding this kind of copy, excepting to guard against it whenever at all possible.

There is still another kind of copy that is not sought after by the average engraver, that is—reproducing from a reproduction. This is by no means a satisfactory kind of copy to get, and it is well to avoid it if at all possible.

This, as a rule, takes the form of a cutting from some illustrated book or another, and is more or less of an inferior nature for the purpose required. The worst feature of this copy is the screen effect resulting, and is brought about by the clashing of the two screens, that which is already showing on the original, and the one that is brought to bear on the new reproduction about to take place. The two screen effects combined give what is called a "pattern" and is very displeasing to the eye when finally completed.

Some engravers have a knack of dispelling this effect when preparing their negative, but this, being a technicality, and to some extent a trade secret, it is not necessary to disclose the mode of procedure; suffice it to say that reproductions for reproductive purposes are not to be by any means recommended. If, however, it is found to be really necessary to utilize copy of this kind, it sometimes pays to send it to the engraver with instructions to put in a little art work, which should cost but very little, but will justify the outlay when completed.

There is still another point regarding copy which should be discussed, and one that fairly bristles with importance, and that is the matter of proportion. Some laymen are under the impression that a copy can be reduced or en-

The Man With The Cow

Is behind Alberta, and the man with the cow is the man who buys with ready cash. He is the man who wants to build a home and stay. He gets beyond the necessities and buys luxuries. He is going to feed a good share of his bumper grain crops to cattle, hogs, sheep, horses and chickens this year. He is in for "mixed farming." The signs were never more auspicious for Alberta farmers. The Edmonton City Dairy will build a $100,000 plant this fall. the McLaren Cheese people say they will have fifteen dairy plants in operation in Alberta before snow flies, and Alberta farmers are buying *more cows*.

Let us introduce you through your goods and via of our advertising columns. We cover the great Peace River country and Northern Alberta, Saskatchewan and British Columbia as no other paper does. Over 12,000 circulation this week, and it is going up at the rate of nearly 1,000 a week. Eighteen subscription men covering the fairs between Vancouver and Winnipeg. Can guarantee 15,000 by the end of the year.

Place your ad. now before the rate advances and get in on a Rising Market.

THE HOMESTEAD

will carry your message to the people with the cash.

A weekly paper for the farmer with a head. Write for sample copies and see for yourself.

THE HOMESTEAD
Edmonton - Alberta

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1911, 2,347,656

Weekly Average, 45,135

Hamilton Newspaper Union
Hamilton, Canada

larged to any size at all, irrespective of the dimensions of the original. The focussing glass of a camera is very limited in this matter, and is governed entirely by the proportion of a copy. It is quite a simple thing to place your original in front of the camera and obtain a negative twice or half the size required, but when you come to require fractions of inches between sizes, then there is trouble and in some cases it is not possible, therefore, the only solution is to get as nearly correct as proportion admits. In cases where it is really imperative to obtain certain dimensions, then there is onlyone way, and that way is to adjust the copy by adding to or taking from, as the case may be.

There are a hundred and one things in connection with the handling of copy that could be spoken of to greater length, but I have endeavored to enumerate the principal troubles that arise, with the hope that it will be of some assistance to the man desirous of getting the best results from the copy he might possess, or from what he contemplates securing.

THE WRITING OF ADS.

By Arthur Brisbane

THE writing of advertisements is becoming more and more a really scientific and literary profession.

The gentlemen who writes little stories for magazines or little poems that do not get printed, looks down upon the writer of advertisements. He would be horrified at the suggestion that one who writes advertisements could be called "literary."

But, as a matter of fact, the literary quality of a good advertisement writer ought to be—and very often is—first class. Such a writer must combine in himself those characteristics which do most to make real literary success.

First of all, he must be convincing, and there is nothing more important in good literary work.

Second, he must have imagination—not the kind of imagination that distorts facts, but the kind of imagination that makes common, every day facts interesting.

Third, he must be brief without being uninteresting, for each word he writes is more highly paid for than a word of the greatest literary man—only the writer instead of the publisher pays for it.

Make your advertisements morally useful to the public and educationally useful to the public, as well as materially useful.

If the advertisement appeals to a man's intellect, his mental approbation, if it interests him seriously, it will linger in his memory, and the advertiser will linger with it.

It is evident that, as the years go by, a constantly increasing amount of advertising will be spread before the public. A great deal of good can be done if the writers and promoters of advertising take a real pride in the moral and educational features of their advertisements.

"Cos."

Mr. "Merchant" or Mr. "Manufacturer"

If yours is the leading factory in your line, or if yours is one of the best stores in your particular line, it is surely worth talking about your goods.

NEWSPAPER ADVERTISING is one of the best channels through which to talk to the public with unlimited purchasing power.

Would it not pay you, MR. "MERCHANT" or MR. "MANUFACTURER," to talk through the "TIMES," a clean, home paper. Rates cheerfully submitted for Advertising and Job Printing. The "TIMES" has one of the largest printing houses in Canada.

TIMES PRINTING COMPANY LIMITED

Publishers of Daily and Semi-Weekly "TIMES"

HAMILTON - - - ONTARIO

Published Weekly

The Catholic Record

Subscription $1.50

London - Ontario

The Catholic Record has a Sworn Circulation of 26,400 going into the best Catholic homes in every province in the Dominion. The Catholic Record circulation reference booklet tells just where these 26,400 copies go, province by province, postoffice by postoffice. The circulation by provinces totals thus :—

Ontario	12,495	N. W. Provinces	3,278
Nova Scotia	3,360	P. E. I.	1,835
Newfoundland and		New Brunswick	1,575
United States	2,837	Quebec	1,025

Wouldn't a circulation of this high class, distributed in this way—sworn to and guaranteed suit your proposition ?

Write for Circulation Reference Booklet and Rates

Thomas Coffey, - Proprietor and Publisher

RECENT ADS.—GOOD AND OTHERWISE

By The Captious Critic

THE number of expressions of disappointment at not finding the Captious Critic's Comments on current advertising in September issue of *Economic Advertising*, indicate that this department has become a very popular one.

The "C.C." was crowded out of the last number and given a

"Little Darling" "Little Daisy"
Hosiery for Infants and Children
"Your children always look so smart, Edith I'm sure I try hard, but my little family does not do me full credit
"It is largely a matter of hosiery, my dear I always buy the same kind, and have never yet been disappointed Margaret, who will soon be eleven, wears 'LITTLE DAISY' Stockings, with the reinforced heel and toe For Willie and the baby I buy "LITTLE DARLING"—just the same as Margaret's, but with a dainty silken heel and toe"
"I'm afraid I could not afford them—they look so expensive"
"They do look dainty and expensive, but I assure you they cost no more than inferior hosiery."
Every live dealer carries the "LITTLE DARLING" and the "LITTLE DAISY" Hosiery, the former in sizes for babies and children up to seven years old, the latter for all children up to twelve.
Both brands are knitted under the most wholesome conditions, from the purest, softest Australian Lambs' Wool, the ideal yarn for children's hosiery—dainty and comfortable, yet strong.
The colors are absolutely fast and stainless dyes—Sky Blue, Cardinal, Pink, Tan, Cream and Black.
Do your children need new hosiery? You will be delighted with both brands and so will the children
Look for "LITTLE DARLING" or "LITTLE DAISY" stamped on the foot—and beware of imitations under very similar names.
The Chipman Holton Knitting Co., Limited
Hamilton, - - Canada
MILLS AT HAMILTON AND WELLAND, ONT.

holiday. However, here goes with a few more captious remarks.

The Chipman Holton ad. reproduced has many good features, and is written in that conversational style which readily lends itself to the advertising of a number of commodities.

The difference in size between the two brands of hose is well brought out, and the illustration is a very happy and effective one.

From a typographical viewpoint, however, I venture to suggest the dividing of the reading matter from the words "Every live dealer," into two columns would much improve the appearance of the ad., whilst the full width could be reverted to with the signature.

Another small kick. "Australian Lamb's Wool" may be a technical term for a particular kind of wool of which I am unaware, but all the wool from the Australian lambs I ever saw wouldn't make many pairs of hose. They seldom shear *lambs* in those parts. It is just as well to be accurate even in such small details as this.

Nevertheless the ad. is snappy and well written, and should appeal to the mother in need of new hosiery for the children.

* * *

"Master Genuine Workman"—perhaps this isn't the right way to read these words—we couldn't say. But candidly speaking, you don't often come across dollar-burning with a vengeance like this. The figure in workman's clothes might easily pass for a bricklayer holding up an elongated brick, but it takes a magnifying glass to discover that he is featuring a package of soap! The border design, too, is out of all harmony and relation to the subject, and has no advertising value whatever.

Montreal

Montreal is not a One Paper City

Some advertisers claim it is difficult to get results in Montreal—that their returns from their advertising do not come up to the results secured in other cities in Canada, with less population.

They are wrong. Montreal is one of the most profitable cities in North America for the advertiser. But, Montreal is different, and unless the merchant or manufacturer thoroughly understands conditions and lays his plans accordingly, his campaign will be a disappointment, if not a downright failure.

Like most large cities, there is no one paper in Montreal that can be used to reach all the buying public. The truth of this statement can readily be seen when one stops to consider the fact that 70% of the population of Montreal and suburbs and 80% of the entire population of the Province of Quebec speak and read the French language.

This is the reason why so many advertising campaigns in Montreal are a disappointment to the man who pays the bills. When he lays out his appropriation he puts what he considers the largest English paper in each city on his list, forgetting the fact that the greater portions of the buyers here will never see his advertising. He then estimates the number of replies, or the replies he should receive, from former experiences in cities about the size of Montreal, in which he used only one paper, and when his " dope " turns out wrong he says that Montreal is a poor market for his goods.

Maybe you think this is a fairy tale, but we assure you that it is not. Time and again we have solicited different manufacturers for a share of their business, only to be informed that their advertising in the ———— did not come up to their expectations.

ADVERTISING MANAGER
Henry W. King, Ontario and Western Canada Sala

Different

LA PRESSE and its Circulation

La Presse is the only Canadian Daily with a circulation of 100,000 or over. It is a particularly profitable advertising medium for this reason, also because it is really the only big paper that the French-Canadian people have. The circulation of the Daily La Presse in Montreal and suburbs alone exceeds the total circulation of any other French Daily in Canada. La Presse Daily, with the aid of the Farmers' Weekly La Presse covers the Province of Quebec like a blanket. The Farmers' Weekly La Presse being a purely agricultural paper, it penetrates into the rural districts of the Province of Quebec, making a combination which cannot be duplicated by any other papers.

For the manufacturer La Presse is the very best puller in Eastern Canada, because it circulates among the people he wants to reach, not in Ontario, Manitoba or the Maritime Provinces, where it would only overlap the circulations of papers of the large cities of those provinces. La Presse's field is not restricted, and its circulation goes on increasing steadily, while a large English paper in Montreal is handicapped by only having 30% of the City's population to draw from, and finds it necessary to offer subscriptions at $1.00 per year to the English-speaking residents of bordering provinces, if it wants to keep on increasing.

We have compiled a map of Quebec showing where La Presse's Daily circulation and that of the Farmers' Weekly La Presse goes. This will be sent on application, together with any further information you may desire. Write :

'RESSE, MONTREAL, or
Representative, 76 Adelaide Street West, Toronto.

Established 1820

The Brockville RECORDER

Daily and Weekly Editions

Convey the message of the advertiser in an attractive manner into the homes of the buyers in the prosperous town of Brockville and surrounding counties of Leeds and Grenville.

Send for Sample Copy and Advertising Rates.

Recorder Printing Company, Limited

BROCKVILLE, ONT.

Business success comes from selling goods.

20,000 people at the lowest estimate spend $1.00 a week for advertised goods.

THINK OF IT— $20,000 A WEEK

That means that advertisers in the WATCHMAN WARDER (Weekly) and the DAILY WARDER (afternoon) have a lien on this amount of money each week.

Because these papers reach 20,000 intelligent subscribers every week.

Are you among the advertisers of wasted opportunities. ?

If not, get the WATCHMAN WARDER on your list — NOW.

The Watchman Warder

LINDSAY, ONT.

The Cobalt Daily Nugget

is the only daily newspaper in Northern Ontario, and has an extensive circulation in the following towns: North Bay, Latchford, Cobalt, Haileybury, Liskeard, Englehart, Matheson, Cochrane, and Porcupine.

This district is growing very rapidly, and trade is being extended in proportion. The purchasing power of the people of Northern Ontario is very great. The best method of reaching this valuable market is through the columns of the Cobalt Daily Nugget.

ADVERTISING RATES ON APPLICATION

COBALT DAILY NUGGET

COBALT - - - - - CANADA

I won't let you into the secret as to where I clipped this awful

freak specimen. Let us bury it as gracefully as possible.

* * *

Seldom has it been my good fortune to see a more harmonious and appropriate design than that of the Royal Steamships reproduced.

The striking black of the steamer, smoke and caption stand out most strongly against the delicate Ben Day effect on the foreground of water, and the art work is of the highest order.

Typographically the reading matter is good and the text concise yet comprehensive and attractive.

There is only one criticism to make, and that is the absence of reference to life-saving appliances.

Since the *Titanic* disaster, those lines who feature their safety appliances in case of accident, must, I think, gain very readily the public patronage.

Doubtless the Canadian Northern take every precaution in this respect, but the only reference thereto is the one word "seaworthiness."

With this exception the ad. could hardly be improved on, and I

The Royal Line
to Europe
"Luxury with Economy"
3 Days on the Atlantic
The St. Lawrence Route
No more magnificent river trip can be found anywhere else in the world. A two-day sail down the mighty, placid river on the splendid Royal Mail Steamships
ROYAL EDWARD
ROYAL GEORGE
CANADIAN
NORTHERN

heartily congratulate the designer and writer on his prodcution.

* * *

There is, of course, no reason whatever why an undertaker should not advertise his carpentry, livery service, trimmings, etc., but the idea is so novel and so thoroughly American that it comes as somewhat of a shock.

Yet in view of the exorbitant charges made by many undertakers, at a time when often enough the money can be least spared, the

The Peterborough Daily Examiner

Covers thoroughly the City of Peterborough. Double the circulation of any paper in this district.

The **Weekly Examiner** covers the County of Peterborough thoroughly.

To reach Peterborough buyers you must **use the Examiner.**

Write for rates.

The Peterborough Examiner

Peterborough :-: Ontario

PARIS

Paris, Canada, is the best town in the Dominion to live in, the best town to advertise in and the Review is its best read paper. Keyed advertisements will prove results and make business for both of us

Our charge for space is what the space is worth—no more, no less.

(From Hamilton Herald Mar. 9, 1912)

Another Record

Herald's Show Number Had 8005 Lines of Automobile Advertising

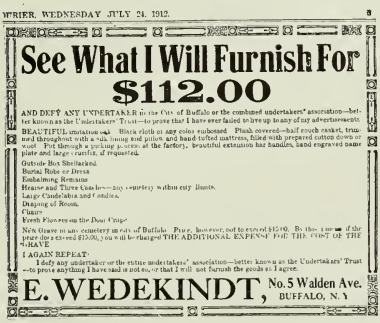
The Herald has received many compliments from different sources on the magnificent automobile section issued in connection with the Toronto motor show. In the edition published on Saturday, February 17, more columns of automobile news and notes and more lines of display motor advertising were published than ever appeared in one issue of a Hamilton paper before. Over 8,000 lines of display motor advertising (and none of it in trade) were carried in this fine section. Following is a summary of these displays:

	Lines
E. M. F.	2440
Schacht	1575
P. Christopher, Jackson	1050
McLaughlin	1000
Russell Motor Company	600
Ford	600
Patterson Motor Sales	200
McIntosh Tire Company	200
Lampman & Son (Overland)	140
Hill Garage	100
Automobile Tire Company	100
	8005

The former local record for automobile advertising was made by the Herald in the issue of August 26, 1911, all of which goes to show that automobile dealers fully appreciate the quality and quantity of the Herald circulation.

courage of Mr. Wedekindt of Buffalo and his challenge to the Undertakers' Trust, cannot but be admired.

When I shuffle off this mortal coil, I don't expect it to worry me very much whether they lay me out on a hand-tufted mattress, of cotton down or wool, with large


WRIER, WEDNESDAY JULY 24, 1912. 3

See What I Will Furnish For $112.00

AND DEFY ANY UNDERTAKER in the City of Buffalo or the combined undertakers' association—better known as the Undertakers' Trust—to prove that I have ever failed to live up to any of my advertisements.

BEAUTIFUL imitation oak Black cloth or any color embossed Plush covered—half couch casket, trimmed throughout with a silk lining and pillow and hand-tufted mattress, filled with prepared cotton down or wool Put through a packing process at the factory, beautiful extension bar handles, hand engraved name plate and large casket, if requested.

Outside Box Shellacked.
Burial Robe or Dress
Embalming Remains
Hearse and Three Coaches to any cemetery within city limits.
Large Candelabra and Candles.
Draping of Room.
Chairs
Worth Five times on the Door Crape

New Grave in any cemetery in city of Buffalo Price, however, not to exceed $150.00. In this case if the grave does exceed $150.00, you will be charged THE ADDITIONAL EXPENSE FOR THE COST OF THE GRAVE

I AGAIN REPEAT:

I defy any undertaker or the entire undertakers' association—better known as the Undertakers' Trust—to prove anything I have said is untrue, or that I will not furnish the goods as I agree.

E. WEDEKINDT, No. 5 Walden Ave. BUFFALO, N. Y.

candelabra and door crape or not, and I doubt very much if you could fill three coaches to follow me to my last resting-place. But all the same the mere uniqueness of the ad. must have attracted considerable attention, and doubtless many reservations at $112.00 have been made.

* * *

A very strong ad. of the Hecla Furnace catches my eye, where excellent use has been made of the curve to bring out the reading matter. The chief feature of this furnace seems to be the fused joints which will not allow gas or dust to escape and fill the living rooms, and if the Clare people can make good these claims my experience tells me that this should be a very valuable point to hammer home.

Linked up with the advertising the illustration shows distinctly the principle of the fused joint,

Cross section of radiator showing fused joints.
HECLA FURNACE
No Gas
No Dust
FUSED JOINTS CANNOT LEAK
Comfortable heating is possible only with a Furnace that cannot leak gas and dust. At every joint where a leak might otherwise occur, the Hecla is sealed tight. We do not trust to bolts and cement. The wear due to constant expansion and contraction would grind out the cement and leave a series of leaks for the escape of gas or dust To make a joint that will be as tight after years of service as it is when new, we fuse the steel sides and cast-iron frames of our radiators by a patent process. This welds the iron and steel into one piece
Homes heated by Hecla Furnaces 20 years old are getting as pure air from the registers as when the Furnace was new.
And the Furnace saves one ton of coal in seven. Isn't it worth looking into?
WRITE FOR THIS BOOK.
If you want a more comfortable home, it will interest you.
Comfort Health
All fumes from fire go through this passage. Every joint is fused making it gas and dust proof
Fused
Burns wood as well as coal.
172
CLARE BROS. & CO., LIMITED,
Dept. J. Preston, Ont.

and the invitation to write for booklet is well brought out.

At the present price of coal, I certainly think more might be made of the fact that the "Hecla" saves one ton in seven, which is somewhat illegible against the rather heavy vertical lines.

But taken all round, the ad. is distinctly good.

* * *

For this department, I am always glad to receive clippings of ads for criticism, either good, bad or indifferent. Our many readers must in the course of a month come across weird specimens of advertising monstrosities. Send them along.

The Sun

VANCOUVER, B. C.

SWORN STATEMENT OF CIRCULATION

DOMINION OF CANADA
PROVINCE OF BRITISH COLUMBIA
COUNTY OF VANCOUVER TO WIT:

IN THE MATTER OF THE CIRCULATION OF THE SUN

I, Richard S. Ford, of the City of Vancouver, in the Province of British Columbia, Managing Director of the Burrard Publishing Company, Limited, publishers of THE SUN, do solemnly declare;

That I have personal access to, and have carefully examined the records of the circulation department of THE SUN, a newspaper of the City of Vancouver, and hereby under oath declare that the average net paid circulation per day from June 1st, 1912, to June 30th, 1912 exclusive, was twenty thousand four hundred and two (**20,402**).

And I make this solemn declaration conscientiously believing the same to be true and knowing that it is of the same force and effect as if made under oath and by virtue of the "Canada Evidence Act, 1893," and amendments thereto.

DECLARED before me at the City of Vancouver, in the Province of British Columbia, this 5th day of July A.D., 1912,

John Stafford

Notary Public

Richard S. Ford

Man. Director of the Burrard Publishing Co., Limited. Publishers of THE SUN.

British Columbia's Leading Weekly

The only newspaper to reach every city, town, village and mining camp in the province.

Circulation Over 18,000

We made three thousand new friends in 1911—and of course retained the old.

Well written, splendidly illustrated, and with an attractive make-up, it is preserved in the home—this means your advertisement will be many times read.

We refer to *Economic Advertising* or any of the recognized agencies.

Ford-McConnel, Publishers.

B.C. Saturday Sunset

Vancouver B.C.

QUALIFICATIONS OF AN AD. AGENT

By Wm. H. Ingersoll

IT GOES without saying that the man or institution must be fair and square and developed in the long run to the interest of his client. We will pass over such things as intelligence, intuitive understanding of human nature and the other natural endowments which any man should possess to be adapted to advertising.

The advertising agency should contain within itself and compositely in its advertising work such special training and knowledge as this:

An understanding of retailing, preferably gained through actual experience in conducting or clerking in a retail store, so that the problems and attitude and conditions under which the retailer is working will be clearly in mind in planning and executing advertising campaigns.

Next I think should come an understanding of salesmanship, preferably gained through actual experience in selling goods to the retail trade and desirable also to the jobbing trade.

Next should come a knowledge of the manufacturer's problems. This applies, of course, to his marketing problems and is experience best gained through his work as advertising manager for some advertiser.

These things give a groundwork that eliminates the impractical ideas which have in the past involved so much waste of money for advertisers through visionary schemes of inspirational agency men, who had no real comprehension of the intricacies and difficulties of actually moving the goods from the factory to the place where the consumer's demand can be satisfied.

There has been too wide a gap between the creation of the demand and the methods that ought to be employed to get it profitably. I say that there has been too big a gap between this and the work of getting the goods distributed, for until recently the advertising agent thought that all he had to do was to make the demand and the advertiser must look after the supplying of it. Because these things were done so independently and unrelatedly, there were wasteful inconsistencies and a lack of co-ordination with supplemental trade work of keeping the dealers and the advertiser's own salesmen informed as to plans, conditions and mode of procedure so that there would be that synchronized and united effort that is necessary for efficient work.

Then, of course, there is the technical side of the advertising agent's qualification:

THREE THINGS AN ADVERTISING MAN MUST KNOW

First: Men and their feelings and ideas and how to appeal to them.

Moose Jaw

"The Buckle on the World's Greatest Wheat Belt."

Moose Jaw and the Tributary Country must be considered in any advertising plan embracing the West. Moose Jaw, the Railway Centre, the Industrial Centre and Distributing Centre of Saskatchewan is a rich market for the manufacturer and advertiser.

Advertisers who have been using the News right from the first, are buying more of its space now than ever before. It pays them to do so. The volume of paid advertising carried in the Morning News in June 1912 was MORE THAN DOUBLE the amount carried in June of the previous year—a very substantial proof of what advertisers think of the value of the News as a business bringer. *Write for Rates and Sample Copies.*

The NEWS PUBLISHING CO., Limited Moose Jaw Saskatchewan

YOUR MARKET

33% of your best market in Western Canada is made up from European settlers. It is a virgin field. They know nothing of American or Canadian brands of manufactured goods and are consequently unprejudiced.

Do You Want Their Trade?

To secure it you must advertise in their own papers. They read no other.

Our German, Polish and Ruthenian weeklies cover a field untouched by other publications. They enter into the home life of our people. They are looked for with impatience and read with avidity. They make and leave an impression.

A Chance in a Life Time

Here is a golden opportunity for aggressive and progressive advertising managers: a virgin field easily cultivated. We require copy or electros in English only. Our editors make all translations free of charge and guarantee their accuracy. We convert an English electro into that of the nationality addressed retaining the illustration and general effect. Write for particulars.

West Canada Publishing Co.

LIMITED

WINNIPEG - MANITOBA

Second: The goods advertised, their points of difference, and superiority and use and their appeal to the different classes of people who should buy.

Third: The technique of media which means both the copy and the medium and everything in

Ford
THE UNIVERSAL CAR
"The pride that breaks" has prompted many a man to buy a heavy, expensive car—when a light, strong Ford would have served his purpose infinitely better. But to-day, he who drives a Ford finds himself in the company of the elect.
More than 75,000 new Fords go into service this season—a proof that they must be right. Three passenger Roadster $590—five passenger touring car $690—delivery car $700—f. o. b. Detroit, with all equipment. Catalogue—and name of nearest representative—from Ford Motor Company, Detroit.

A most excellent use of small space.

volved in embodying the appeal in the most effective way in the completed advertisement. It involves the knowledge of printing and engraving, of paper stock, of the different advertising mediums, where they go; how to find those that go to the market of the advertised thing. It involves also a knowledge of the principles of arrangement and design and composition, including a little knowledge about optics so that the finished advertisement will appeal to the eye and place it and hold and guide it in the natural sequence through the ideas embodied in the ad. in the order in which they should receive attention. Too many ads. are spotted and blotched so that the eye cannot help jumping around in illogical order, making it difficult to get the sequential thought intended to be conveyed.

The advertising agency should, of course, include within itself all of this knowledge and such other knowledge as implied. It must have its organization perfected so as to get all of the knowledge it possesses on each particular thing to be done.

The advertising agency should contain within itself more knowledge than any individual can have. But the head of the agency certainly ought to have an appreciation and a general understanding of all of these things.

It should have some one who understands statistics and how to in-

A Striking Display.

terpret them and get the spirit of their meaning as well as how to analyze and reconstruct.—*Standard Advertising.*

* * *

An enemy can obtain a better bargain than a friend.

Eating Its Head Off

Printed matter that is not sufficiently attractive in appearance and literary style to be read, and read thoroughly, is like a horse that eats more than it earns.

Is your literature being read, or is it "eating its head off"?

Anything in the printing line that bears the Acton imprint, and has had the benefit of the complete Acton service, has a "pull" to it that is bound to result in an increase of business.

With Acton service you get everything that goes to make your literature a veritable salesman. Experienced artists, designers, copy-writers, compositors, pressmen and bookbinders, with the latest ideas, appliances and machinery, combine to give you printing worth while—printing that talks. Shall we send a salesman?

Acton Publishing Co., Limited

TORONTO:
1229-31 Queen Street West

MONTREAL:
Coristine Building

FELICITY

NO labor truly done is menial in the sight of Heaven. He that fills honestly the place for which he is fitted is no man's inferior. I am as much to you as you are to me, whether I be a carrier of a hod and you a senator of the nation. We cannot all be Solomons or Shakespeares or Rockefellers. Nor, for the sake of humanity, was it ever designed that we should be. The linnet does not cease its song because it lacks the wings of the eagle, nor does the ant work any the less contentedly because it cannot gather honey as the bee. In the mechanism of the cosmos there are no useless and no unworthy parts. Each in its place is a master.

"There is always room at the top!" exclaim the flippant philosophers of to-day, seeking to spur us on. It is a false incentive. 'Twas never intended that we should all be climbers. We are as near to heaven at the foot of the mountain as at the summit, and the flowers are as sweet. And let us not forget that there is no summit however lofty, that does nor rest upon the great sea level. Whosoever, therefore, gains the mountain top of material greatness owes it to those who stand beneath. An Edison, a Carnegie, a Mark Twain, is not some one apart: he is brother to us all. The world's big men are but the concrete expressions of our collective thoughts and energies. No fellow being is so far unrelated to us but that when he reaches the top so do you and I.

No man knows all things. There is not anyone, however wise he be, that may not learn something from you. Apelles took lessons of a cobbler. We are all necessary one to the other. In the final analysis there is no distinction; "all men are at last of a size." Do not, therefore, be disturbed by those evangelists of the strenuous life who slap you on the back, with the admonition to be somebody! You are already Somebody if you are filling faithfully your present job. It is man, not God, who ranks the rose above the dandelion.

You deceive none but yourself if you think to shirk the part assigned to you in the business of the universe. You cannot be what you are not. Therefore, know your limitations. Seek that which may be found. Infinitely more to be prized is contentment in overalls than lack of peace adorned with ermine. Only he is master of his happiness who is honest with himself, who knows what work is his and who does it with singleness of mind and with all the strength and skill that God has given him.

—Clifford Howard.

Courtesy of Cosmopolitan Magazine.

* * *

A tiny mouse in the factory may gnaw a hole that will let a whole elephant of sales slip through. Be sure your product is *right* when it leaves the shipping room. And be sure that you know how much it costs loaded into the car at the platform.

Mr. Manufacturer!

If yours is the ONE BEST PRODUCT in your line in Canada, it is surely worth talking about.

And advertising is the one best channel through which to talk to a public with unlimited purchasing power.

But there are shoals and shallows ahead, and the ONE BEST WAY to stop the leaks in your advertising appropriation it to let the **one best agency** handle your account.

Woods-Norris Service

is personal, thorough and economical.

Whether your advertising investment is large or small, we can show you how to make each dollar go further.

Drop us a line or ask our representative to call.

WOODS-NORRIS, LIMITED

Advertising Agency

Mail Building, Toronto

A CHAT ON BOOKLETS

By R. P. Gossop

THERE is no manner of doubt about it. We may do what we will with that obliging child of the print-shop—"the booklet." Let us accept the definition of its name as "a little book," the limitations imposed upon us by that definition are almost negligible. It comes midway between the pamphlet and the book and consists of a number of pages stitched and bound.

The exacting bookbinder who holds his craft in reverence will not approve of this misuse of the word "bound," common though the misuse may be. We will not enter into a discussion with him. The maker of booklets is restricted by no heroic precedents. His craft is of a recent date, he creates for the service and pleasure of a fleeting interest and may give his inventive powers free play.

There are multitudes of booklets with as few as eight pages; even four may be counted as being within the limits of our definition, though so small a thing would be more accurately described as a folder. It is more difficult to say at what exact point of its growth the booklet ceases to live down to its name and becomes a full-grown book.

There is no law, technical or artistic, to restrain us from adding to its bulk though the practical purpose of the booklet will be defeated if it is made cumbersome. So much for the mere elements of the subject. It is when we come to the actual manufacture of these things that we are met by problems and find in the freedom of handling that is possible the many opportunities of successful development and, on the other hand, the numerous chances of arriving at failure.

The booklet takes its place in any complete advertising campaign and its use must not be confused with the uses of other kinds of printed matter. The copy used in a press advertisement, however full and explanatory that copy may be, is not necessarily fitted for transference to page form. An elaborated folder will not constitute the most desirable matter for a booklet, neither is an abbreviated catalogue necessarily efficient for the purpose. The perfect booklet must be evolved with a definitive policy in view. There must be no apparent cutting-down of either matter or illustration. It must be concise yet complete. The whole story must be told, and told with a directness that will hold the reader and keep up the interest which has been aroused sufficiently for him to open the pages at all.

There will be few who will challenge the statement that "copy" is the most important part of the booklet production. Let the make-up be as cunningly designed as we will, and cover seductive in the extreme and the printing beyond reproach, unless the matter, for which these things

The Standard

¶ Six columns of classified ads daily show the popularity of the Standard.

4,300 Papers Daily

going into the homes of people who have ready means BRING RESULTS.

¶ Nothing but clean advertising accepted. No liquor nor objectionable patent medicine ads will be published.

¶ The Standard is a clean result producer for clean advertisers.

¶ The paper that is read in the home.

□ □ □

St. Catharines - Ontario

Economic Advertising

will most effectively cap the efforts of your advertising manager and solicitor to get business for your paper.

It goes regularly into the offices of our leading National Advertisers, reaching a class of desirable customers you may have failed to land, or of whose existence you are unaware.

Use its columns regularly ! It will pay you well !

Economic Advertising
The Canadian "Printer's Ink"
Mail Building **TORONTO**

Saskatchewan People Will Buy

If you tell them about your Product

¶ To influence sales in this prosperous and rapidly growing province, there is the paper you must use first of all—**The Regina Leader.**

¶ **The Leader** has, by several thousands, the largest circulation of any daily paper published in Saskatchewan, the average net, sworn circulation for July, 1912, being 14,086 copies daily, as compared with 7569, average for July, 1911.

¶ At present rates space in **The Leader** is an unusually good buy.

¶ Full information from any advertising agency, our Eastern Representative, or direct from the Publishers.

THE LEADER PUBLISHING CO., LIMITED
REGINA, SASK.
EDGAR J. GUY, Eastern Representative - Canada Life Bldg., TORONTO

form but the vehicle, is strong enough to fulfil its mission the whole thing is a dead failure. The elaborate trimmings will prove to be irritants, costly and wasted.

The copy-writer uses his nimble brain to invent alluring titles, since it has become the mode to give little information on the cover. The accepted theory is that such a cover induces the person who receives the booklet to open it out of sheer curiosity. Whereas at one time John Jones, Tailor, would have had his name and address on the cover, he now asks: "Are you making good?"—the suggestion being that no one can resist an opportunity to "make better," and so John Jones looks to conquering inquisitiveness to get his message home. There is no small danger of overdoing this form of approach. It is of vital importance that a discriminating sense of proportion be employed or the reader will feel he is "being had," and that is not good business for John Jones, Tailor. Too much of caution is apt to result in dulness, nevertheless smartness overdone will weary none the less, and dulness produced by an excess of cleverness is a more painful state of boredom.

The designer of booklets needs a sense of proportion too; his care must be to avoid strangling the message by an over-eager desire to display his particular skill. Reticence in design is a quality often preached and almost as often disregarded.

A page laden with decoration or pictorial design is liable to bring about an effect of vulgarity unless it is treated with that rare craftmanship which combines a faculty for enrichment with a highly developed feeling for what is in place.

There is no finer thing in the whole art of printing than a piece of masterly typesetting. It appears to be so easy of accomplishment, but that it is not easy is proved clearly by the fact that comparatively few good examples can be found.

With a tasteful blending of the two arts, the art of the draughtsman and the art of the compositor, the production of a booklet is not likely to go far wrong; when these factors are added to the right treatment of the copy by the copy-writer, we get a great way towards making the perfect whole.

—*Advertising World.*

Clarence R. Lindner, Manager of Publicity of the *Cleveland Leader*, writes:—

"*Economic Advertising* is one of the most useful periodicals I ever have read. That August number was chock-a-block with good things. Your remarks on Mr. Kennedy's article got under the skin. 'The Captious Critic' is enjoyably frank."

Now Is The Time

The largest crop in the history of Western Canada has been harvested, and is now being marketed. Money is more plentiful in the West NOW than ever before. NOW is the time to bring YOUR product before the richest and fastest growing district in Canada—the Calgary district. Results are sure to follow advertising done in the right way *in the right mediums.*

The Herald circulation—sworn to—for September was *18,131 copies daily.* Write NOW for itemized circulation statement and rate card.

The Herald Publishing Co., Limited
CALGARY, CANADA

Edgar J. Guy, Eastern Representative, 61 Canada Life Bldg., King St. West, Toronto

WHAT'S DOING AT THE AD. CLUBS

TORONTO

EXECUTIVE COMMITTEE MEETS IN TORONTO

A representative number of the Executive Committee of the Associated Ad. Clubs met in Toronto on September 4, 5 and 6, those present including the President, W. G. Coleman, of Boston; Douglas N. Graves, of Boston; E. St. Elmo Lewis, Detroit; F. S. Johnston, Dallas; W. S. Mekeel, Minneapolis; P. S. Florea, Indianapolis; W. A. Cherry, Syracuse; A. M. Briggs, Cleveland, and C. W. McDiarmid, Toronto.

The visitors were tendered a banquet held at McConkey's, on September 4th, by the local Ad. Club. A large and enthusiastic gathering turned out to do them honor. They were also entertained to luncheon at the Royal Canadian Yacht Club.

On September 5th, the visitors were the guests of the Directors of the Canadian National Exhibition at the daily luncheon, and expressed themselves delighted with our national fair.

* * *

W. L. Edmonds, a gentleman with wide experience as a newspaper editor, spoke at the weekly luncheon on September 10th on "Editorial features bearing on the advertising value of the periodical."

The editor was neither the centre not the circumference of a newspaper. He was merely a spoke in the wheel—a member of the powerful triumvirate formed by publisher, circulation manager and himself.

Co-operation between these three essential figures in the newspaper business was the surest guarantee of success, and these three parts in the newspaper machinery were now working in greater harmony than ever before.

The editor must get out a paper which is not only read but respected, and the ideal medium is that whose contents filter through the minds of its subscribers.

The editor must be a man of quality and personality. The ideal editor had yet to be born, but every editor could and should have an ideal.

The editor should be a good "mixer," for this was the best way to get the view point of others on questions of public interest, with the natural result that his views would be broadened.

The following clauses were eliminated from the constitution of the Club:—"The majority of the Executive Committee shall be buyers of advertising," and "Candidates to qualify must be nominated by ten per cent. of total membership."

* * *

In place of the usual address at the weekly luncheon on September 17th, an innovation was made by introducing a Round Table Discussion. This proved a great success and several matters of importance to the organization were discussed, nearly every one present voicing an opinion

Under 30 differing headings, J. C. Kirkwood suggested future activities for the Club, many of them of a very practical nature, and a number of these suggestions will have attention in the near future

Several of those present offered to prepare papers to be read during the winter session.

This form of discussion is very useful in developing and drawing out a large section of the members who are unduly modest in not coming out of their shells.

* * *

There was a fair attendance at the Yonge St. rooms of the Toronto Ad. Club, on Thursday, Sept. 19th, and the meeting resulted in a general discussion amongst those present, as to the conduct of the club for the ensuing year.

President McDiarmid was in the chair, and made the welcome announcement that he had succeeded in obtaining from the Executive of the Associated Ad. Clubs of America, the privilege of delaying until just prior to the Baltimore Convention the giving of a decision as to whether or not Toronto intends to invite the Ad. Clubs of America to meet here in convention for the year of 1914. This diplomatic move on the part of the President was greeted with expressions of satisfaction—the members feeling that they would like to have this extra time to discuss the pros and cons and

arrive at a satisfactory conclusion on this important subject.

Each of the retiring executive were called upon to make reports. Nothing of particular moment came up for discussion; the members contenting themselves with accepting the various reports as read.

Probably the most interesting was that of Treasurer John Blackhall, who had a most satisfactory balance sheet to present. In moving the adoption of the treasurer's statement, Mr. George Bertram suggested that a copy of the report be mailed to all the members of the club.

Meanwhile the scrutineers had been busy with the counting of the ballots and towards the close of the evening were able to announce the following results:

Honorary presidents, Controller H. C. Hocken and Dr. J. A. Macdonald; president, C. W. McDiarmid, re-elected for the third term; vice-presidents, E. L. Ruddy, J. A. McClelland, J. F. Wildman; secretary, W. G. Rook; treasurer, John Blackhall; chairman of Education Committee, John C. Kirkwood; chairman of Publicity, C. T. Solomon; chairman House Committee, H. C. Hocken; chairman Membership Committee, Charles A. Matson; chairman Entertainment Committee, A. R. Kent.

The re-election of the president, for a third term, was greeted with unmistakable enthusiasm. In the course of a happy speech Mr. McDiarmid assured the members present that they might count upon him to devote to the Club's interests another year of that hard and earnest work which has been in no small degree responsible for the present status of the Club.

At an executive meeting on Monday, the 23rd, the new officers appointed their various committees for the ensuing year.

* * *

A second Round Table discussion was held at the weekly luncheon on September 24th, when J. C. Kirkwood, chairman of the Educational Committee, detailed the lines of activity proposed for the coming months. A number of members spoke, and it was decided to hold a debate on some advertising topic once every month.

* * *

Ralph R. Sheibe, sales manager of Brigden's Limited, gave a most interesting address on October 1st on the "Basic Principles of Three Color Work." There was a splendid attendance of over 120 members, which augurs well for ensuing luncheons.

The new Publicity Committee have set a standard for attendance that should prove very encouraging to them.

The half tone, Mr. Sheibe explained, was so called because in preparing a plate from which direct printing was possible, it was necessary to break up the surface into a number of small dots and dashes by means of a screen to approximate the full tones of the portrait.

The half tone was the basis of all color work, and in simple

language the speaker explained the process of making half tones.

Any required color can be obtained by the judicious combination of the three elemental colors: yellow, red and blue, and the plates in 3 color work were made by dissecting the various colors in the original by means of colored filters into these three colors. A number of prints were shown illustrative of the point made.

Mr. Sheibe put in a plea for the printer for more patience and greater latitude in the matter of price from the average advertiser. The best color plates were often rendered ineffective by rush work, inferior stock and poor ink.

* * *

WELLAND

The first meeting of the Welland Ad. Club of the season was held on Sept. 26th, and was most enthusiastic. The organization of the club was completed and the different committees for the year appointed. A campaign was inaugurated to increase the membership, and everything points to a most successful season.

MEN AND MEDIA

AN exceptionally fine piece of advertising literature has reached us from the *Toronto Globe*, tracing the growth of this leading daily from its inception in 1844. It is profusely illustrated with cuts of the business and editorial offices, and of the different sections of the mechanical plant. The accompanying reading matter is forceful and to the point.

* * *

The sworn guaranteed circulation of *Toronto Saturday Night* now exceeds thirty thousand copies weekly, and a further statement will not be issued till the figures have reached the 40,000 mark, when there will naturally be an increase in advertising rates.

* * *

What is claimed to be the largest single advertisement ever used by a toilet specialty manufacturer was one of eight pages appearing in the June issue of *Canada Monthly*. We understand the results from this ad. have been eminently satisfactory, a fact which speaks well for the circulation which this favorite magazine enjoys.

* * *

The *Canadian Countryman,* the new weekly, issued its first regular number on October 5th, and both from a literary, illustrated and typographical point of view, has much to commend it.

Certain novel features in its promotion have been introduced, and an announcement in another column of this issue explains the methods by which the advertising rates will be regulated.

It augurs well for the new publication that no less than 6,500 paid subscriptions have been received in one month.

The new venture has our best wishes for success.

The *Montreal Star* asks us to make a correction. In their recent booklet, "Territorial Advertising in Canada," the statement made that space aggregating 10,000 lines in 14 leading jobbing centres of Canada would cost about $35,000, should have read $2,500.

* * *

The *Toronto News* are justly proud of the fact that they have been able to interest so large a number of prominent Canadian manufacturers in newspaper advertising. In every Saturday's issues no less than two full pages, comprising one hundred and sixty eight advertisements of leading manufacturers appear. This is a splendid record. The circulation of the *News* has now passed the 50,000 mark.

* * *

The newspapers of Paris, the beautiful, are loudly demanding that the *gigantesque panneaux reclame*—gigantic bill boards—that disfigure some of the most prominent places in the city be eliminated. They hold that the only means to obviate this barbaric invasion is for the city to tax these boards at such a high figure as to discourage the big advertisers from using them. The French Parliament has already passed the law taxing bill boards in the country, where they do not add to the beauty of the landscape.—*Mail and Empire.*

* * *

As a souvenir of the defeat of Reciprocity in 1911, the *Mail and Empire*, Toronto, forward a medal bearing figures of John Bull and Jack Canuck with the inscription, "No parting of the ways." The reverse side is naturally used for advertising purposes. The medal comes in a neat silk lined box with the compliments of the paper.

* * *

A. B. Watt, former editor and manager of a week-end paper in Edmonton, Can., has become editor of the *Weekly Journal*, of that city; also writing editorial paragraphs for the *Daily Journal*. His wife, Gertrude Balmer Watt, is editor of the *Mirror*, a new Edmonton publication. Mr. Watt was identified with the Woodstock *Sentinel* before going to Edmonton several years ago, and is widely known throughout Eastern Canada.

* * *

Judson H. Carter, business manager of the *Vancouver Sun*, was in town recently, and reports a phe-

Myron Townsend, The Timken Roller Bearing Co., Detroit, Mich., writes:—

"We wish to congratulate you on a good number. There is much 'meat' in it for the progressive advertising man."

nomenal growth of his paper. Some idea of the success of this new venture may be gathered from the fact that it had already become a paying proposition after only six months' existence.

* * *

J. P. Hood, president and managing director of the Charlottetown *Guardian*, that up-to-date Prince Edward Island publication, was in town recently on a business trip.

* * *

J. T. Wood has purchased the *Realty Review*, of which he is now publisher and editor, and plans to enlarge its size and field of usefulness.

An energetic subscription campaign is under way, and as it is estimated that 65% of the adult population are interested in real estate, a successful career may be predicted for the *Review* under its new ownership. The offices of the paper are at 16 King St. West, Toronto.

* * *

E. H. Dickinson, late with the MacLean Publishing Co., Limited, has been appointed circulation manager of the *Canadian Countryman*. We understand that subscriptions to this new weekly are being received in most satisfactory numbers.

* * *

John M. Millar, a newspaper man well known in the province of Alberta and British Columbia, has taken over the Athabasca (Can.) *Northern News*, located ninety-six miles north of Edmonton. R. F. Truss, the former owner, retires to engage in business elsewhere. Mr. Millar has featured his entrance into the newspaper field of Athabasca by putting

"Glad to be back, Fred."

"You bet I am."

"What are you smoking?"

"Tuckett's."

"Take some with you?"

"Yes, but I ran out. And no wonder. Everybody I met wanted to try one. Over there in Europe, they smoke some punk that smells like joss sticks."

"They weren't all that bad?"

"Oh, no, some were pretty fair, but then they're the kind you pay extra for when imported, and they're no better than Tuckett's, if as good."

Tuckett's Cigarettes

Many men have to learn by *experience*, while others get wise by *observation*. If you've watched the fellows who smoke Tuckett's, you'll have noticed that their tastes are not limited by their purses. They smoke Tuckett's because the quality is *in* the tobacco, not on the box.

THREE VARIETIES.

Tuckett's Cloth Virginian	10c for 10
Tuckett's Special Turkish	15c for 10
Tuckett's T. & B.	10c for 10

TUCKETT LIMITED, HAMILTON, CANADA

A good appealing ad., but too much space wasted.

in an entirely new mechanical equipment for the *News*.

* * *

The Moose Jaw *Evening Times* forwards an attractive pamphlet describing the facilities of their city and province.

A picture is included of the new home of this progressive paper—a building which certainly reflects the optimism of the West. The pamphlet contains much information of interest to prospective advertisers and a copy may be had for the asking.

The advertising exhibition which is to be held in the Horticultural Hall, London, England, from December 9th to 14th inst, is attracting a wide amount of attention.

The idea underlying the exhibition is to demonstrate in the most convincing manner possible, the full resources of modern advertising, and to furnish an object lesson in its possibilities.

We understand that this exhibition, organized by the *Advertising World*, is receiving very large and influential support.

* * *

The Winnipeg Free Press forwards a copy of their new combined atlas and encyclopædia, which should prove of great use to advertisers in solving their advertising and distribution problems.

The maps are excellently colored and prepared, and the reading matter is chock full of meaty information.

A copy will be forwarded to any responsible party on request.

* * *

After more than a quarter century of progress *The Ottawa Journal* has just celebrated the installation of a new press capable of turning out 10,000 pages a minute, and of other modern machinery. In a recent issue appear interesting references to the men who in the past have contributed most to its upbuilding. The first editor was Mr. John W. Dafoe, now managing editor of *The Manitoba Free Press*. He was succeeded by Dr. A. H. U. Colquhoun, now Deputy Minister of Education for Ontario. Under Mr. P. D. Ross, who is a man of fine capacity and high ideals, *The Journal* has in late years made great strides, and it is to-day one of the foremost newspapers in Canada.—*News*.

* * *

E. H. Lawson, formerly Canadian manager for the Curtis Company's publications in Canada, and subsequently, assistant circulation manager, for the same company in Philadelphia, and circulation manager of the *Christian Herald*, New York, has been appointed to a similar position on the *Montreal Witness*.

Mr. Lawson's record is an enviable one, and his appointment should mean a very large increase of circulation to the *Witness*.

* * *

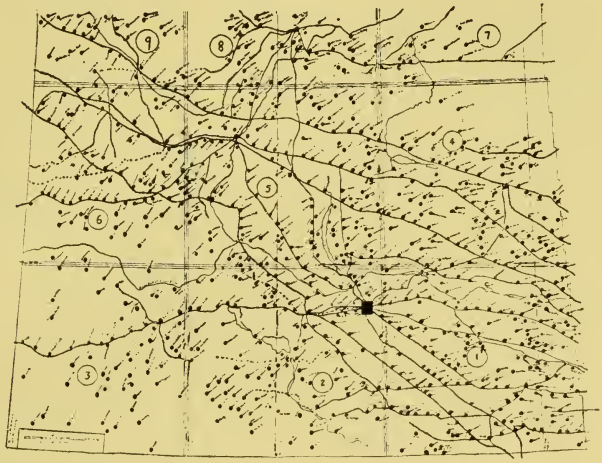
Fred C. Mills, the well-known Hamilton sportsman, has assumed the business management of the *Peterboro' Review*.

Mr. Mills is a thoroughly experienced newspaper man who, for the last three yeas, has been advertising manager of *The Hamilton Herald*. Previous to entering the advertising field he was sporting editor of one of the local papers, and for some time before that was *The World's* Hamilton correspondent. His Toronto recognized ability and extensive experience in the newspaper game, peculiarly fit him for his new responsibilities, in which his friends predict unqualified success. Walter C. McMullen, who for several years has been sporting editor of *The Herald*, succeeds Mr. Mills as advertising manager of that paper.

The Saskatchewan Standard

WESTERN FARMER'S FIRESIDE FRIEND AND COUNSELLOR

ESTABLISHED 1885



A Great Big Business Field and a Paper that Covers It

The Southern half of the Province of Saskatchewan, or practically the whole of Saskatchewan that has yet been settled is shown on this map. Only the Post Offices from which THE SASKATCHEWAN STANDARD is distributed are shown, but that means there are very few points omitted. THE SASKATCHEWAN STANDARD covers Saskatchewan as no other paper does. An average of SIXTEEN papers is distributed from each Post Office. There are SIX HUNDRED AND EIGHTY Offices on the map. That gives us a standing in Saskatchewan that no other paper can boast.

Our Two Papers Cover The Saskatchewan Field Completely

AN INDEPENDENT PAPER FOR A PROGRESSIVE PEOPLE

The Daily Standard

Circulates in the City of Regina and adjoining towns covering the field as completely as does THE SASKATCHEWAN STANDARD the rural field. We offer advertising agencies a combination rate to advertisers using both papers.

The Standard Publishers, Limited - - Regina, Sask.

Publish Your Prosperity

Think This Out

MR. MANUFACTURER, how far are you responsible, individually, for the wonderful development of Canadian industry during the last decade? If you have settled this point, who knows your decision?

Are You?

Between 1900 and 1910, the value of our manufactured products has increased 142 per cent. Are you making 142 per cent. more goods than you were ten years ago? If so, who knows it?

During the above decade, the number of factories increased by 31 per cent. Is your factory 31 per cent. larger than it was ten years ago? Has your business increased? Has your market increased? Has your efficiency increased? Are you sure of your answers?

If You Are Tell the Public

If you can answer these questions, do so through a good advertising medium. There are 2,250 members of the Canadian Manufacturers Association, most of them prosperous. Advertise your prosperity to 58,000 families through

The Globe

TORONTO

CANADA'S NATIONAL NEWSPAPER

NOVEMBER—1912

Economic Advertising

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WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING, TORONTO, CANADA

Where the papers go

is the important point for the advertiser to consider—and every advertiser is entitled to know just where the circulation that he buys does go.

What an advertiser buys and pays for is circulation

and he should insist on particulars that would give him definite and detailed information. In short, **BUY NEWSPAPER SPACE LIKE HE BUYS MERCHANDISE—BY SEEING IT.**

The Toronto Daily Star

will gladly mail you a booklet giving its sworn daily average circulation by wards in Toronto and by cities, towns, and villages throughout the Province Write to-day if you are considering an advertising campaign.

Sworn Net Daily Average for September 77,278

Economic Advertising

ADVERTISING RATES

	1 month.	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

Vol. 5. Toronto, November, 1912 No. 11

PERSISTENCY AND CONCENTRATION

YOU often may have wondered why so many business men of very ordinary ability—men who have nothing special in the way of genius to commend them—are filling responsible posts, while men of more brilliant parts sometimes make a flash in the pan, and then never seem to rise above the level of mediocrity.

Two virtues at least, must be accorded to these successful men of average brains—to these plodders along life's highway.

And the first of these we think is persistency—the art of "Keeping everlastingly at it."

It is the modern interpretation of the old tale of the importunate widow, who would not take "no" for an answer and who, at length, attained her ends by her very importunity.

We are not for a moment decrying the other virtues which go to make up business success, but there is no doubt that patient persistent application to an ideal is a potent factor that will, nine times out ten, bring a man out on top.

One can have nothing but admiration for the dogged perseverance that precludes the true Anglo-Saxon from acknowledging defeat once he is convinced that the fight he is waging is a right one, and in business the same feature has stood out conspicuous in the success of a number of firms.

"Stick-to-it-iveness" is a quality that can be cultivated—a rule that will bring results no less in advertising than in any other walk of life.

Then again, we think that concentration comes a good second

Largest Circulation In Canada Without Exception

The fact that The Montreal Daily Star has the largest circulation in Canada is of vital importance to advertisers,

—not because it reflects upon the standing of other good mediums;

—nor because the advertising value of a newspaper is measured by the difference between its circulation and the next largest.

But because it indicates the presence of **readers' confidence** and a resultant **advertising value** to a degree attained by no other newspaper in Canada.

In other words, the large and sustained circulation of The Montreal Star in Montreal, and throughout Canada, is merely the outward expression of inherent worth.

The Montreal Daily Star

Canada's Greatest Newspaper

to persistency in the making for success, especially with the class of men of whom we are speaking.

And that man is surely to be envied who possesses the rare faculty of concentrating every atom of brain power he possesses on the work in which he is engaged.

Most men find they are all too easily distracted by influences outside the occupation of the moment, by business worries and details foreign to the work on hand.

The exercise of will power, required at times to concentrate on a given theme is often severe, but will prove well worth while, and the habit of concentration, will, as a result, become a normal one.

In advertising Concentration spells success—"Scatteration" means standing still, if not actual retrogression.

To concentrate your advertising energies at the start on one locality or on one article—to "make haste slowly"—has been found by many an advertiser to have proven a profitable policy.

CARELESS FOLLOW-UP METHODS

A CORRESPONDENT from Sarnia, Ont., draws our attention to the peculiar and inefficient way in which many advertisers—some of our leading firms not excepted—treat inquiries from prospective purchasers.

On more than one occasion we have endeavoured to point out the sources of waste in some advertising campaigns, and this particularly irritating feature is so widespread that it deserves further comment.

The most common conclusion to a large number of ads. is "Write for booklet," yet how often the booklet turns out to be a cheap apology for a catalogue without a single feature to commend it, or bring the enquirer to the purchasing point. But, worse still, the "booklet" is usually accompanied by an effusive, close-spaced, imitation typewritten letter, with the addressee's name clumsily inserted in a different colored ink, and the writer's name "signed" with a rubber stamp.

And, by way of good (or bad) measure, the advertiser throws in samples of all the dodgers, blotters, stickers and other small-bore stuff he may have by him in the office, whether relative to the enquiry or not.

Any enquirer sufficiently interested to write for booklet is naturally annoyed, when opening the package, to have to go through and sort out a mass of printed matter—to say nothing of the waste of a busy man's time that this work entails.

As our correspondent aptly put it, "This affects me as pleasantly as having all the courses of dinner piled on my plate at once."

QUALITY Engravings

Skilled Artists & Etchers.

Samples on request

PHOTO-ENGRAVERS ETCHERS

The Hood-Sandham Co
LIMITED.

DESIGNERS & ILLUSTRATORS

10 JOHNSON ST. TORONTO, ONT.

PHONES:- A.1461-2.

And too often the particular enquiry made remains unanswered!

A specific instance recently came under our notice of a party who wrote an advertiser for details and price of a simple farm appliance, the fullest particulars being carefully given, so that an intelligent reply could have been made on a post card.

Instead what was received comprised a catalogue, several dodgers, a sheet of illustrations that seemed to be intended to hang on the wall, and a letter quoting discounts off list prices, but no price list.

In this case the enquirer was sufficiently interested to write the advertiser again, but many people would not take the trouble to pen a second letter, but would either wait or make the purchase elsewhere.

Canadian advertisers are by no means the worst offenders in this respect, and many of the big States firms who spend small fortunes on advertising literature have a most annoying way of leaving original enquiries unanswered, and peppering the enquirer with follow-up stuff.

Another instance of careless methods that inevitably produce advertising waste has frequently come under our notice.

We refer to communications from the States enclosing a stamped, addressed envelope for reply, and the stamps—we have a number in our desk now—are United States two cents postage.

Multiply this two cents by the enormous number of letters sent out in many quarters and perhaps we can account for some of the advertising that doesn't pay.

An acceptance of a specific offer in an advertisement cannot be taken care of too carefully, and the first impression created by the advertiser's simple, direct and courteous reply carries untold weight in the consummation of a sale.

Many firms realize the value of just such a course of action, and their follow-up systems are models of conciseness and effectiveness.

Many more are slipshod and careless in their methods, and their advertising thereby loses the greater part of its possible pulling power.

ADVERTISING—THE SAFEGUARD

EVERYWHERE throughout the Dominion the sun of prosperity is shining. The reports of both grain and fruit crops show a wonderful increase in nearly every case. And even at this late season of the year settlers are arriving in a steady stream to share in the largesse of bounteous Nature.

NOT A ONE PAPER TOWN

But near it—very near it.

The Net Sworn Circulation of

The Hamilton Spectator

for October was

24,434

Copies each issue.

Out of 16,700 houses on the City Assessment Rolls, THE SPECTATOR visits 14,700 each night. The balance reaches the homes in the thickly-populated suburbs and towns and villages close by.

The Spectator Printing Co., Limited

Hamilton, Ont.

In our mills and factories also, the same tale is told of greater production, with orders galore on hand for future delivery.

No wonder the eyes of the whole civilized world are turned on Canada.

And we must give credit to advertising for a large amount of this sensational development.

Advertising has peopled the prairies, helped build the railroads, has raised cities from villages, and brought the skilled artisan for a thousand busy industrial plants.

It has made the country travel a distance in five years that the elder nations took centuries to cover.

There is a right kind of advertising for every business that is the greatest safeguard it can have—an assurance of continued prosperity and expansion, and this applies in no less degree to the development of any country and nation.

We have much to be thankful for because our Governments, railroads and steamship companies realized the effectiveness of telling the world just what this great country has to offer—they have all along been steady and heavy advertisers of Canada's resources, and the results have been astounding.

And so long as vigorous, truthful advertising is our safeguard, so long will we develop and expand.

THE VALUE OF FARM PAPERS

THE problem of how best to reach the rural popoulation of Canada is one of the most important ones confronting our National advertisers, and just how important this field is has been forcefully emphasized in a circular recently received from the *Family Herald and Weekly Star*.

When we realize that no less than 3,500,000 of Canada's population (a little less than one half) live outside incorporated towns and villages, and either live on farms or are directly dependent on agriculture for their living, we can appreciate what reaching the farmer means to every advertiser.

A more intelligent idea of the vast wealth of Canada's rural population can better be obtained by reducing total figures to a per family basis. In 1911 the total of all farm products raised in Canada reached the enormous sum of $900,000,000, giving an income per family of no less than $1,285.

And this amount is largely in excess of the average earning of the city or town dweller of the mechanic or clerk class.

The figures are not to hand to show what proportion of town dwellers own their own homes, but it is an indisputable fact that over 90 per cent. of Canadian farmers do not have to provide money for rent!

One Month's Increase More than 33⅓ per cent.

The amount of advertising carried by THE NEWS for the month of October, 1912, exceeded that of October, 1911, by more than a third.

THE NEWS

Gives Results

A glance over the advertising columns tells the story—those advertisers who have used the paper consistently are the largest users to-day.

It is good business to them to use THE NEWS, because they get results.

EDMONTON JOURNAL

The Edmonton district—the most prosperous section of the West—has this year harvested the largest crop in its history; consequently, the farmers have money, and business in Edmonton and surrounding country has never been better.

This is the opportune moment to get your goods before these buyers.

In this prosperous field THE JOURNAL is the leading daily; not only in circulation, but in news and advertising carried.

CIRCULATION, 12,704 COPIES DAILY; audited by the Association of American Advertisers.

Canadian Newspapers, Limited—Journal Branch

M. R. JENNINGS, Editor and General Manager

JOHN MacLAREN. Business Manager

East. Representative: E. J. Guy, 61 Canada Life Bldg., King St. W., Toronto

This means that the large rural families can live better than the town dwellers, and have considerably more money at their disposal for luxuries after the necessities of life, themselves much cheaper in the country, have been provided.

How then to reach this numerous and wealthy class is the problem of the advertiser, and whatever other mediums are used, in the majority of instances they must be considered supplementary to the splendid publicity obtainable through the farm paper.

It is a safe statement to make that no section of the community reads literature with such avidity as do the people on the land.

In every phase of his work, the farmer looks for advice to his farm paper—he profits from the experiences of others, the farm paper keeps him in touch with the latest prices and market reports so vital to his business, and by teaching him how to conserve his soil, to make two blades grow where one grew before, it adds to his profit, and increases the value of his ground.

Then, too, the farmer's wife is much more intimately acquainted with her husband's business than the wife of the average town dweller.

Many parts of the farm work are under her immediate supervision, such as the dairy, poultry, bees, etc., and very few purchases are made without her advice.

And the average farm paper, realising the influence of the farmer's wife in the purchases made, caters to her good will by inserting a section regularly on dress, household topics, and other woman's chat that appeals peculiarly to her.

Everything that the town dweller requires the farmer has need of in equal measure. And more than that, he is a constant purchaser of seeds, machinery, paint, building materials, harness, and abundant other necessities in his business, to say nothing of luxuries, which are not included in the requirements of the city man.

We are to be congratulated on possessing a number of papers in Canada so splendidly adapted to the farmer's needs, and it is interesting to note that it was farm papers who took the initiative in cleaning house and excluding all advertising of a doubtful or pernicious character from their pages.

The consequence has been that the farmer is accustomed to rely on the advertisements in his farm paper for guidance in nearly every kind of purchase he is called on to make, and these advertisers who have used this class of paper consistently and intelligently have found their advertising productive of the most gratifying returns.

If your goods bear the hall mark of quality, you may safely advertise them in the standard farm papers, and the results will be gratifying in the extreme.

Life's Shop Window

is the

Daily Newspaper

The shop window of Brockville people is

THE RECORDER

2,200 subscribers daily read the RECORDER.

Is your message in the window?

Send for sample copy and advertising rates.

Recorder Printing Company, Limited

BROCKVILLE, ONT.

WINDSOR is progressing faster than any town in Ontario. The Windsor Record is keeping pace with the city. It is the only effective advertising medium in Essex County, Population 60,000. Circulation D. & W. exceeding 8000.

St. Catharines and The Standard

BOTH LEAD

While the **Standard** has been the leading paper in the **Niagara Peninsula** for years, the **Garden City** led the **whole Dominion** in percentage increase in building permits during the month of August, 1912.

Total Building Permits for Nine Months of 1912, $710,285

Assessment 1911	**$ 7.703.918**	**Population 1911**	**13.403**
Assessment 1912	**10,292,310**	**Population 1912**	**14,741**

St. Catharines — A Growing City
The Standard—A Growing Paper

CIRCULATION 4,300 PAPERS DAILY

Boom Your Product Through a Booming Paper in a Booming City.

The Standard, St. Catharines, Ontario

RILEY HERN says:

"My business Creed is based on the Science of Human Service.

"I believe in myself.

"I believe in Semi-ready Tailoring.

"I believe that truth is an asset.

"I believe in good cheer and good health; I recognize the fact that the first requisite in success is not to achieve the dollar, but to confer a benefit; and the reward will come automatically and as a matter of course.

"I believe that when I make a sale, I must make a friend for the store.

"And I believe that when I part with a man I must do it in such a way that when he sees me again he will be glad—and so will I.

"I believe in the hands that work, in the brains that think, and in the hearts that love."—*The Semi-ready Special.*

* * *

OUR December issue promises to be an exceptionally interesting one, the headliner being a very strong article by Herbert Vanderhoof, the well-known editor of *Canada Monthly* on "The Place of the Magazine in the Western Canadian Advertising Field." Few men are better acquainted with conditions in the West than Mr. Vanderhoof, and though the article makes a very strong appeal for the use of the magazine as a publicity medium, it indicates in a general way the wonderful possibilities of the Western field for the Eastern manufacturer.

The third article by Ed. B. Curzon, on "Cuts and How to Buy Them," will be read with interest, and Weston Wrigley, secretary of the Hardware Retailers' Association, and a recognized authority on trade journals, will contribute an article on "The Place of the Trade Newspaper."

The other features that have proved so popular with our readers will be retained and enlarged.

CUTS AND HOW TO BUY THEM

By Ed. B. Curzon, Superintendent Engraving Department "Toronto Star"

No. 2—THE QUESTION OF FINISH

WE have now arrived at a matter that, as a rule, is not very largely considered in the selection of half-tone cuts, viz., that of finish.

Usually, when a man is ordering his cuts, he is asked what finish he prefers. To most men this sounds worse than Greek, and he mostly replies: "Use your own judgment." As a result, the engraver goes ahead and does it the simplest way; he will put the order through with the remark, "Single line border."

With the Daily and Sunday World you get a combined circulation of over

118,000

46,893 on The Daily World and 71,300 on The Sunday World. More than 53,000 Sunday Worlds are sold and delivered in the City of Toronto alone every Saturday night

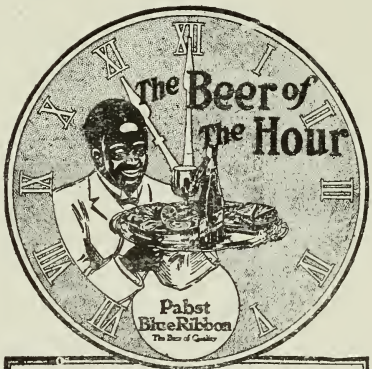
The Daily and Sunday World make a fine combination for your advertising and it will pay you to give them your biggest and best copy.

This is all right as far as it goes, but on the other hand, it might not be a compliment to the copy handed in. For instance, the original might perhaps be a very pretty sea or landscape, and the customer is desirous of getting the best possible result. He, poor fellow, not being familiar with ways and means, is satisfied to let it go at that, and then is disappointed when he sees some similar thing reproduced in the *Printing Art, Inland Printer,* or the *Graphic Art*, if he be lucky enough to get either journal into his hands. He knows by comparison that there is "something wanting," but not knowing where to look, and the reason, he gives it up and says something rather tropical.

But if that same man was "in the know", he would readily observe that the difference in comparison was brought about entirely by the finish, his cut bearing the "single line" border, as against that of the other man's, whose cut is probably a work of art from an engraving standpoint, it being surrounded by a "fancy border" consisting of a broad black line on the outside, of about 1-16 of an inch, while next to it is another black line of half that thickness, terminating with a broad white line of 3-16 of an inch next to the screen. Think of the difference in appearance; it adds 50 p.c. to the value of the picture, to say nothing of the taste displayed, which in itself is an advertising achievement of the first order.

Of course this is not done without additional expense, but what then is the use of spoiling the ship for a ha'porth of tar. Economy in obtaining cuts is not always satisfactory in the end, it sometimes happening that it shapes itself into something else, and that is, regret.

However, having stated what is sometimes possible when one knows how, I will endeavour to mention some certain articles that


The Beer of the Hour
Pabst Blue Ribbon
The Beer of Quality
The Always Welcome Beverage
IT is Blue Ribbon time when you are hot, thirsty or tired. A most healthful beverage that both refreshes and invigorates. No other beer can approach it in flavor or in all around deliciousness. Its popularity is due to the successful and honest efforts of its makers to produce a pure, wholesome and refreshing beverage.
Bottled only at the brewery in crystal clear bottles, showing at a glance that it is clean and pure.
Phone or write for a case.
George J. Foy, Ltd.
Toronto, Ont.

The inference from the cut is only drink "Pabst" at 11 a.m. or p.m.
—But read!

show to advantage when treated with a special finish.

In the matter of illustrations that are intended for ordinary printing in magazines and books of that nature, there is no doubt that the single line finish is best adapted. There are many reasons for this, one of them being that

Important Announcement

Commencing with the issue of November 6th, *The Regina Weekly Leader* will be known as *THE PRAIRIE FARM AND HOME.*

Contemporaneous with the change in name the size of page will be reduced to 15 inches by 4 columns (13 ems), and an enlargement of educational scope will be made.

Saskatchewan, the greatest grain producer in the world, has until now had no weekly publication devoting attention to its special agricultural problems. This need will be met by

PRAIRIE FARM AND HOME

The circulation of this paper is guaranteed in excess of 10,000 copies each week, and this is by several thousands the largest of any weekly paper between Winnipeg and Vancouver.

The advertising rate is 2½ cents per agate line, but contracts at this rate can be accepted for a short time only.

Sample copies and full information from the publishers or from Eastern Representative.

PRAIRIE FARM AND HOME
Regina :-: Saskatchewan

EASTERN REPRESENTATIVE
EDGAR J. GUY, CANADA LIFE BUILDING, TORONTO

the cost of production is less, and another and more important reason being that it does not require such careful handling in the printing, any ordinary printer being competent to dispose of them. The "make ready" being minimized by the presence of the "single line" surrounding, and an "overlay" not being absolutely necessary, it usually reduces the expense at the printing end. This, of course, only applies to work of the kind that I have just mentioned, cheap or mediocre magazines and illustrated matter of a like nature, and should not be confounded with work worthy of better treatment.

"Fancy borders" are rather largely used in portraiture and architectural work, and the finished result is always worth the additional cost of production. It is also suitable for interior or exterior views, and should certainly be brought into use when a specially attractive booklet of this kind is required. It usually takes the form of one, two or three black lines of varying thicknesses, set at suitable distances apart, giving the appearance of the picture being framed; it is always attractive, and commands observance from the most critical.

One other feature to be said in its favour is that a cut bearing this kind of a border is sure to have a longer life, that is, it will not be so prone to wear, the edges taking the place of what could be termed "bearers," and so resisting to some extent the action of the printing press.

Any copper cut that has been properly etched and engraved should stand a run of at least 150,000, and cuts with a border of the kind mentioned, have frequently been known to run as much as 175,000 to 200,000. But in these instances, the conditions have, of course, been favourable, the printer being a good one, and in a position to "nurse" his half-tones by the constant adjustment of his "make ready," and not too frequent "wash ups."

The advantages of the "fancy border," having been touched upon, a finish that is known as "plain edge" can be gone into.

A "plain edge" cut is something that is not always a welcome sight to a printer, inasmuch as greater care is needed for the purpose of good printing. Unlike the "single line" or "fancy border" cut, it possesses no protecting line at all, and in consequence is much more difficult to print. The "overlaying" is a matter of real importance, because, without it, the result would be a dirty, irregular line showing on the edges, and as the object is to obtain the reverse of this, it is easy to see the need of a careful printing.

A "plain edge" cut is not extensively used commercially, because, as before stated, the great care in printing prohibits it to some extent, although, of course, many are used, but as a rule only for a high grade of work, and in cases where a somewhat subdued effect is required.

The cost of producing this kind of cut is usually no more than an ordinary "single line," and is

TEN MILES OF BOX CARS
LOADED WITH GRAIN

are passing through Winnipeg every day this month, Sundays included.

Imagine a train loaded with grain that would reach from Toronto to Montreal. That train would represent only a month's shipments of the 1912 crop.

And this grain traffic is an all-the-year-around item on the western programme. Like the pickles on the restaurant menu, it is always a factor in the business life of the country. The movement is heavier in the months immediately following the activities of harvesting and threshing, of course, but it maintains a big average throughout the year.

The Prairie Provinces have produced nearly 500,000,000 bushels of wheat and other grains this season. The money which that production represents is flowing quickly into the channels of general business. The problem for the business man is to make use of the best opportunity of securing a share of that wealth.

The FREE PRESS, Winnipeg, furnishes that opportunity. It carries the message of the advertiser to all parts of the great and growing west. It is not only the leading newspaper there ; it is a daily necessity with thousands of people who read advertisements. All of the recognized Advertising Agencies are acquainted with Western Canadian conditions and any of them will be glad to submit estimates of cost, undertake preparation of copy and make selection of papers to be used.

Edgar J. Guy, Canada Life Bldg, Toronto, Ont.

Eastern Representative

sometimes chosen for special kinds of illustrations, but generally it is not popular for the reason before stated, and that same reason is sufficient unto. It certainly does not carry any strong recommendation, unless the printing is assured, and that, sad to relate, is not always possible.

The next kind of finish that is worthy of mention is what is known as "clean cut." This finish is very extensively used in the reproduction of articles of commercial value, such as machinery parts, furniture, jewelry, cutlery, steel safes, leather goods, hat shapes, lamps, glass and silverware, and thousands of other things that are likely to be seen in catalogues and general illustrated advertising matter, the reason of its preference being that all background having been removed, nothing is left but the actual article for the eye to gaze upon, and in some instances, where the goods happen to be of a small character, and are possibly reproduced same size, it is hard to detect them from the actual article.

I am, of course, referring to such things as jewelry and silverware, and these are mostly reproduced half or same size, the latter being governed by the original dimensions, while the former is usually of such proportions that same size is best suited to show the goods to advantage. Again, supposing we have some fountain pens, pencils, or goods of a like nature, there is no doubt that "clean cut" finish is the only satisfactory way of handling this class of work, because, in its finality, the public should look upon the article that is offered for sale, and have a difficulty in distinguishing it from the real thing. But give these articles a different finish, and away goes the effect most desired, and this would be disastrous in the face of competition.

From a printing standpoint, this class of work is fairly easy to manipulate, it not requiring more than ordinary care to produce, besides being the means of great economy in space, which is a factor of some considerable importance.

The cost of producing this kind of cut is naturally greater, it entailing considerable additional work on the part of the engraver, the "outlining," "routing," and "trimming" being the reason of the extra charge. But, nevertheless, it is usually worth it, although the cost would be away ahead of the usual flat rate of 15c. or 20c. per inch for "square" finish, or whatever price has been agreed upon.

Still another finish, namely, "vignette." This mode is somewhat extensively adopted for catalogue work and kindred matter. It is usually chosen for the purpose of illustrating machinery, carriages, automobiles, stoves and goods of a similar nature. If properly printed, the result is very pleasing to the eye, but the printing is the really weak feature when recommending this class of cut, the "overlaying," "interlaying" and "underlaying," or to embody it more compactly, the "make

The Saskatchewan Standard

WESTERN FARMER'S FIRESIDE FRIEND AND COUNSELLOR

ESTABLISHED 1885

It is an easy matter to call a newspaper the "Greatest" in any field, but it is another thing to make good the statements beyond possible dispute.

The Saskatchewan Standard, Saskatchewan's Greatest Newspaper, was founded in 1885 by C. J. Atkinson, and became the property of the present owner in 1890, since which time it has maintained a strictly independent attitude on all public questions.

The political parties in Saskatchewan have newspapers of their own, which makes it an easy matter for the Standard to keep out of politics.

The Saskatchewan Standard is known in every Post Office of the Province of Saskatchewan as the Farmers' Newspaper. It carries a staff of over 300 correspondents throughout the Province, who are well paid at space rates for reporting the events of the week in their respective districts, in this way making the paper practically a local paper in every district in the Province where a local paper is not printed.

Saskatchewan offers a good market for manufacturers of every kind of product and one that will greatly expand within the next few years.

The circulation of The Saskatchewan Standard is increasing in fair ratio with the increase in Saskatchewan's population. Its present circulation being in excess of 10,000 copies per issue, fully 90 per cent. of which is within the Province of Saskatchewan. The Saskatchewan Standard circulates throughout the rural parts of the Province where settlers do much of their shopping from a mail order catalogue, which fact should especially recommend this paper to the large mail order houses of Eastern Canada.

Particulars re advertising on application.

The Standard Publishers, Limited - Regina, Sask.

ready," requiring far more careful and judicious handling on the part of the printer than any other kind of finish.

A "vignette" left to the tender mercies or otherwise of an inferior printer, and given a poor chance so far as quality of paper is concerned, to say nothing of a poor ink being used, is an awful sight to gaze upon when seen in catalogue form or otherwise. The edges usually print up hard, and one could almost imagine that the cut was surrounded by a fine black line, and dirty at that. But give this same cut to a good printer, and the reverse of this will be obtained. The edges, or wherever the "vignette" is wanted, gradually "fade away" from one tint to another until the stipple or screen becomes so fine that it cannot be distinguished from the white paper, and in consequence a beautiful soft finish is obtained, which immediately stamps "quality" on the finished job. Try this finish on a good portrait, and the result will be more than pleasing, particularly if printed in a photo brown ink, when one would have difficulty in distinguishing it from an original photograph.

As "vignetting" is obtained during the process of "etching," and requiring no small skill on the part of the etcher, this kind of cut bears an additional cost, but, however, it is in no way prohibitive, as may be supposed, the extra time taken being the additional cost. Sometimes a special rate can be obtained, and if a large quantity of this style of work is wanted, it is possible to handle "vignettes" to advantage.

Combination "clean cut" and "vignette" is one other style in use, it consisting usually of "vignetted" foreground, but otherwise "clean cut." It is brought into use for the same kind of articles as previously mentioned, and is, after all, only a question of choice, though perhaps more extensively used than the whole "vignette." Generally speaking it is preferred, owing to the limited amount of "vignetting," one not running the same risks in printing as when whole "vignettes" are used. A good printer can, of course, operate satisfactorily any finish or kind of cut, therefore always choose the finish you want, take it to a good man only, when most of the obstacles I have mentioned can and will be overcome.

Portraiture, that is single figures, are usually produced in the "oval" finish, and this requires no other explanation than the term used. Of course, other originals than portraiture are converted into this particular finish, but nothing lends itself to this purpose so easily as the copy stated. Whether one prefers "single line," "double line," "plain edge," or otherwise is a matter of choice, or subject to the purpose for which it is wanted.

* * *

The man who knows what to do and does it without needing to be told, has both initiative and confidence in his judgment. Cherish him. There be few like him in this old world.

REACH ALL THE PEOPLE

By Addressing Them in Their Native Tongue

HERE'S YOUR CHANCE

The Most Cosmopolitan Publishing House in the World

Northwest Review -	*English*
West Canada - -	*German*
Gazeta Katolicka -	*Polish*
Canadian Ruthenian -	*Ruthenian*
L'Ami du Foyer -	*French*

Write for Particulars

—

Translations Free

ALL PUBLISHED BY

The West Canada Publishing Co.

WINNIPEG, CANADA LIMITED

The

Evening Journal

of St. Catharines

GROWING

Daily Average Circulation for 1911, Guaranteed

2,809

¶ Covers entire Niagara Peninsula, one of the richest districts in Canada.

It Brings Results

IMPROVING

The Journal of St. Catharines
LIMITED
J. M. Elson, Managing Director
112 St. Paul St., St. Catharines, Ont

We expect an order from you

Because you spend your advertising appropriation to get results

And the

Watchman Warder Weekly or the Daily Warder, pull **Results.**

Now let us get together on this matter. SEND US A CONTRACT.--WE WILL get you results

Write for rate card and ask any questions you like.

The Watchman Warder
LINDSAY, ONT.

RECENT ADS.—GOOD AND OTHERWISE

By the Captious Critic

IN a recent issue of an English paper I noticed the ad. of Somebody's Ale, and the illustration of the caption "Bright to the last drop," was that of a man standing in the trap-door of a gallows with noose adjusted, and a distinctly cheerful smile on his face!

May be there is still a section of the public to whom such foolish and gruesome advertising appeals, but it is a significant sign that advertising of this kind is getting scarcer every year.

Holds Shape After Washing

And will not "fuzz" or lose its silky-lustre. Notaseme 25c Hosiery is made by our exclusive Perfect-Process. Exact sizes. Sells on sight—resells on quality. Greatest 25c Hosiery, both in looks and durability. Men's, Women's, Children's. At Dealers or direct. NOTASEME HOSIERY CO., Phila.

The "Notaseme" Hosiery advertising comes perilously close to this class, as the ad. reproduced shows.

The three gallant yachtsmen are as crazy looking as their craft, and the only redeeming feature is the look of surprise on the lady's face at the somewhat personal remarks that are being passed.

But here in the text we find a couple of real selling sentences, buried most effectively in the middle of the type. "Sells on sight—re-sells on quality." "Greatest 25-cent hosiery both in looks and durability." Surely good enough talking points to feature.

It would be very interesting to learn what the results of this freak campaign have been.

* * *

From the point of view of illustration, forceful text, and good typographical display the Grenville Board Company's ad. reproduced has much to commend it.

The main point brought out in the use of fibre board instead of plaster is the delay in building construction which the latter material entails, and the many advantages claimed for the former material are well emphasized.

Then, too, the illustration shows at a glance how the board is attached in a single simple operation, the second drawing showing the two operations required in plaster work.

Typographically the ad. is excellent, well-displayed, easy to

We Printed
8,500 Copies

of the Canadian Countryman for the issue of October 26th.

Remember—We have averaged more than 1,600 subscriptions weekly since beginning subscription solicitation

And

Remember—We charge **only** on the basis of the circulation proven by

Postal Receipts

and news dealers' vouchers. For space over 1,000 lines yearly, the rate is;

Half cent per line, per thousand cirulation
Page, 4 cols. Type Pages, 12¼ x 9½ inches

Send copy to A. L. McCredie
General Manager

The Canadian Countryman Publishing Co.
LIMITED

8 Colborne Street, MAIN 4744 **TORONTO**

read, with due emphasis given to the distinguishing features.

Advertising such as this is real

Use Fibre Board —
Don't Plaster
Here are the reasons why you should use Fibre Board instead of lath and plaster.—Plaster holds up the job. It's use means a delay of weeks in construction work—waiting for it to dry. Then a further delay of months before you can decorate, paint, or paper the walls. Besides,—every building settles enough to crack up plaster badly, if it does not bring it tumbling off.
When you use Fibre Board, there is no delay in the construction of your building. Once on—it's on to stay, because it yields to a settling building. It's first cost is it's only cost, while anybody who can use a hammer and a saw can apply it.
Fibre Board is just pure wood fibre compressed by tremendous hydraulic presses into solid boards. It is thoroughly baked to remove all moisture—so it is absolutely dry, and cannot warp, crack, or shrink. It is not a number of thin layers pasted together, but one solid piece of pure wood fibre—so it will not buckle or bend between the studs.
Fibre Board is non-absorbent—it cannot draw dampness like plaster—it is warm in winter and cool in summer—a deadener of sound and far more durable than plaster.
Fibre Board is just the thing for cottages, garages, outbuildings, alterations, new partitions, or finishing for attics or cellars.
Why live for months with bare, cold-looking plaster walls when you can use Fibre Board and have them decorated at once.
Learn all about the economies and durability of Fibre Board and specify it in the contract.
Write for particulars and free samples.
The Grenville Board & Pulp Company, Ltd.,
THOROLD CANADA

good and deserves the heartiest commendation.

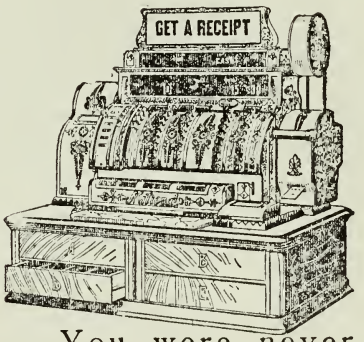
* * *

We are accustomed to such excellent publicity from the National Cash Register people that I must confess disappointment at the ad. reproduced.

In the first place the language is involved, and the meaning of the ad. difficult to grasp at the first reading. Following the word "was" it is natural to supply the word "meant" to complete the sense. Then why not supply the same word after "does?" Or if we are to understand that the N. C. R. "does remember everything" why shouldn't the sentence also read "was remember everything."

It may be said that I am splitting hairs in this criticism, but the point is that ambiguity is fatal to the pulling power of any ad.—and that simplicity and clarity of language are prime essentials.

The talking point of the ad. is a splendid one, but in the effort to



You were never *meant* to remember everything.

The National Cash Register *was* and *does.*

The National Cash Register Co.
Toronto Office; 285 Yonge St.

cut down the number of words, the writer has not been, by any means, successful.

* * *

Why won't our life insurance companies wake up and get away from the stereotyped statements of annual reports and surpluses?

I can imagine no subject that lends itself more readily to real human interest copy than does life insurance.

In every section of the community there is the desire to provide for dependants and loved ones

The Peterborough Daily Examiner

Covers thoroughly the City of Peterborough. Double the circulation of any paper in this district.

The **Weekly Examiner** covers the County of Peterborough thoroughly.

To reach Peterborough buyers you must **use the Examiner.**

Write for rates.

The Peterborough Examiner

Peterborough :-: Ontario

PARIS

Paris, Canada, is the best town in the Dominion to live in, the best town to advertise in and the Review is its best read paper. Keyed advertisements will prove results and make business for both of us

Our charge for space is what the space is worth—no more, no less.

IF FROM MISSOURI WE CAN SHOW YOU.

A Sworn Statement of Circulation.

Our Distribution by Provinces and by Counties (in Ontario).

CANADIAN FARM

has a Sworn average circulation for the nine month endings September 30th, 1912. The issue of September 27th, 1912 was

21,307

90 per cent. of which was net paid.

CANADIAN FARM has a particularly good field and it goes amongst the best class of farmers and live stock breeders in Canada.

Our CHRISTMAS NUMBER, on December 13th, affords advertisers an exceptional opportunity for effective Christmas advertising.

Our back covers may be reserved at any time, although there is no extra charge for this position. We have a number of back covers left for 1913, but to secure desired dates early reservations should be made.

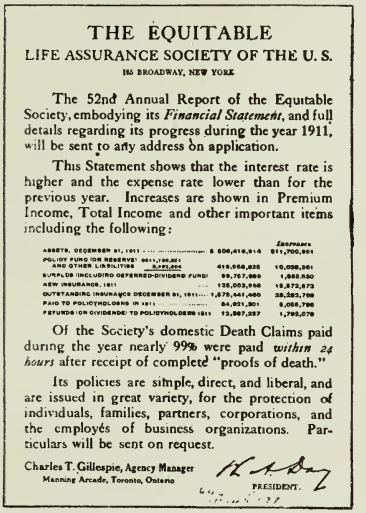
All the facts and figures in proof of our claims presented to advertisers desiring to reach farmers all over Canada are at your disposal. Give us the opportunity of showing them to you.

The Farm Press

LIMITED

12 E. Wellington St., Toronto

—every sane man at least has the more selfish idea of making provision for his old age, yet how



THE EQUITABLE
LIFE ASSURANCE SOCIETY OF THE U. S.
120 BROADWAY, NEW YORK

The 52nd Annual Report of the Equitable Society, embodying its *Financial Statement*, and full details regarding its progress during the year 1911, will be sent to any address on application.

This Statement shows that the interest rate is higher and the expense rate lower than for the previous year. Increases are shown in Premium Income, Total Income and other important items including the following:

	Decrease	Increase
ASSETS, DECEMBER 31, 1911		$ 51,700,401
POLICY FUND (OR RESERVE) AND OTHER LIABILITIES	$ 419,866,625	10,000,001
SURPLUS (INCLUDING DEFERRED DIVIDEND FUND)	99,767,995	1,660,530
NEW INSURANCE, 1911	126,033,998	16,672,673
OUTSTANDING INSURANCE DECEMBER 31, 1911	1,079,647,400	39,520,700
PAID TO POLICYHOLDERS IN 1911	84,021,301	9,028,796
REFUNDED ON DIVIDENDS TO POLICYHOLDERS 1911	12,997,597	1,705,079

Of the Society's domestic Death Claims paid during the year nearly 99% were paid *within 24 hours* after receipt of completed "proofs of death."

Its policies are simple, direct, and liberal, and are issued in great variety, for the protection of individuals, families, partners, corporations, and the employés of business organizations. Particulars will be sent on request.

Charles T. Gillespie, Agency Manager
Manning Arcade, Toronto, Ontario

PRESIDENT.

seldom we see insurance copy along lines that appeal to the human emotions.

The Equitable ad. reproduced is no better and no worse than most insurance ads. "Annual report will be sent on request." "Increases all round." "Prompt payments." "Simple, direct and liberal policies." These are details very necessary to have, but which have no meaning at all to the average man until his interest has been aroused.

* * *

The ad. of the "Garford Six" car relies for its effectiveness, apart from an excellent illustration, on an event that regularly occurs in the early fall season.

At this time the swarms of tourists who have summered in the Old Land and on the Continent, are returning by every boat, and the statement that a large number of "Garfords" are always in evidence to meet these world-famous folk, at once suggests that this machine is a high-class and worthy car.

People with sufficient means always like to drive a car used by leaders in business, politics and

society, and I think the clever suggestion in this ad. constitutes a valuable selling feature.

The text throughout is readable, convincing and well displayed.

* * *

I can well believe that the novelty of the Buckley Guarantee has resulted in a large accession of sales to this enterprising concern, for the colour and wear of the hat are not only guaranteed for three months with option of exchange during that time, but it is also insured against accident.

The Cobalt Daily Nugget

Average Daily Circulation 4,011 Guaranteed

Only daily paper published in Northern Ontario.

Government development, corporation development and mining camp payrolls aggregate an expenditure of

$8,990,000 annually

Are you getting a portion of this trade?

ADVERTISING RATES ON APPLICATION

THE COBALT DAILY NUGGET
LIMITED

Cobalt -:- -:- -:- **Ontario**

EVERYBODY KNOWS IT

MERELY MENTION THE NAME

The Farmer's Advocate and Home Magazine

anywhere in Canada and you will here someone say, "We had that journal in our home when I was a boy."

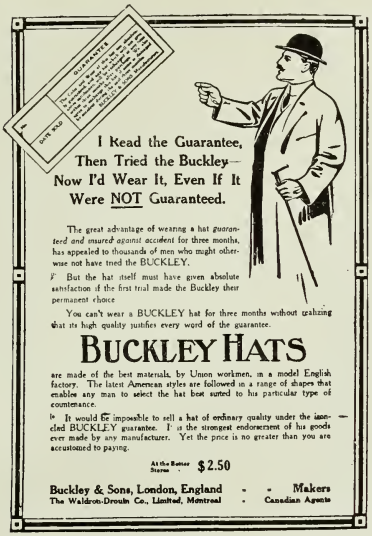
Men grown old and who now have grand-children subscribers, can remember the glad anticipation with which they awaited the monthly arrival of this publication. After appearing as a monthly for 27 years (1866-1893) it was changed to a semi-monthly and continued thus for a period of 11 years (1893-1903) and now for nearly 9 years has been published every week, carrying helpfulness and cheer to its ever increasing multitude of subscribers.

All this information is of value to our prospective advertisers, because a journal that is loved by every member of the family is sure to be the best advertising medium they can employ and if you are desirous of doing business with the best class of farmers in Canada you will be wise to send for sample copy of the **Farmer's Advocate and Home Magazine** and their advertising rate card. Address,

The William Weld Company, Limited

LONDON, -:- -:- **CANADA**

There is only one way in which such a guarantee can have any advertising value, and that is by an absence of quibbling when any demand for exchange is made. I do not remember having seen quite so forceful a guarantee of any advertised article before, but as the ad. goes on to state it would be impossible to sell any hat under such an ironclad guarantee unless it had the Buckley quality and workmanship.


I Read the Guarantee,
Then Tried the Buckley—
Now I'd Wear It, Even If It
Were NOT Guaranteed.
The great advantage of wearing a hat guaranteed and insured against accident for three months, has appealed to thousands of men who might otherwise not have tried the BUCKLEY.
But the hat itself must have given absolute satisfaction if the first trial made the Buckley their permanent choice
You can't wear a BUCKLEY hat for three months without realizing that its high quality justifies every word of the guarantee.
BUCKLEY HATS
are made of the best materials, by Union workmen, in a model English factory. The latest American styles are followed in a range of shapes that enables any man to select the hat best suited to his particular type of countenance.
It would be impossible to sell a hat of ordinary quality under the ironclad BUCKLEY guarantee. It is the strongest endorsement of his goods ever made by any manufacturer. Yet the price is no greater than you are accustomed to paying.
At the Better Stores $2.50
Buckley & Sons, London, England - - Makers
The Waldron-Drouin Co., Limited, Montreal - Canadian Agents

The guarantee has been used in nearly every trade for many years as an inducement to purchase, but has, too often, been hedged round with conditions that made it practically worthless. So that this straightforward plan of the Buckley people is worthy of more than passing notice.

I mean to give this firm a trial next time I am in the market.

* * *

An opportunity is something you don't recognize until too late to take your hat off to it.

JOGGING SUMMER DULLNESS INTO ACTIVITY

The following account of a successful Canadian Campaign run with the object of livening up the usually dull August trade will be perused with interest by our readers—In many lines of business, in addition to the drug trade, similar campaigns during the summer months could liven up an otherwise dull season, and this short story of success makes most interesting reading—EDITOR.

TO turn the summer's dullness into active, busy trade is always a problem with the progressive retailer, and many of those who win success do so at considerable expense by reason of the price-cutting which is found to be necessary.

Allen & Cochrane, the Red Cross druggists, owning five stores in Ottawa, conceived the idea of speeding up August business by means of a sale of trade-marked and nationally-advertised goods. They sought to connect up the manufacturer with the consumer, through the medium of their stores.

The slogan of the sale "If it's advertised Allen & Cochrane have it," was driven home in a big and

Published Weekly

The Catholic Record

Subscription $1.50

London - Ontario

The Catholic Record has a Sworn Circulation of 26,400 going into the best Catholic homes in every province in the Dominion. The Catholic Record circulation reference booklet tells just where these 26,400 copies go, province by province, postoffice by postoffice. The circulation by provinces totals thus :—

Ontario	12,495	N. W. Provinces	3,278
Nova Scotia	3,360	P. E. I.	1,835
Newfoundland and United States	2,837	New Brunswick	1,575
		Quebec	1,025

Wouldn't a circulation of this high class, distributed in this way—sworn to and guaranteed suit your proposition ?

Write for Circulation Reference Booklet and Rates

Thomas Coffey, - Proprietor and Publisher

A Live Daily Newspaper in a Busy Centre.

Is Your Advertisement in the

"TIMES?"

NO WASTE CIRCULATION

You can reach the Buyers in their Homes, through the

HAMILTON "TIMES"

Advertise Now Results

well-planned advertising campaign, with the result that one of the quietest months of the year was turned into one of the busiest, conclusively proving that the dull, hot weather season can be overcome in the drug business, or any other business.

Allen & Cochrane are agents for several exclusive lines such as the famous Rexall goods, Vinol, etc., but they are well alive to the fact that non-exclusive nationally-advertised lines are bound to be in demand, and they serve their public with the goods for which a demand is created by national advertising.

Their idea is that the better they serve their public the more profit for them, and their purpose is to secure the cream of the trade in their city by connecting up their name so strongly with advertised goods of all kinds that whenever people see an advertisement or think of advertised goods they will unconsciously think of Allen & Cochrane as the stores to go to for these goods.

With reference to the campaign itself, it was planned well in advance. Manufacturers were interested by a series of convincing letters that demonstrated their earnestness, and that their proposition was a legitimate one.

This firm believe that if it is good policy for the retailer to connect up with the national advertiser, it is equally good policy for the national advertiser to occasionally connect up and actively co-operate with such a firm as theirs.

They began with two introductory advertisements of one thousand lines in two Ottawa dailies and followed this up with one big advertisement of almost a full page each on three different pages of the same papers on different days. These advertisements were exceptionally well prepared and well set, and reached every home in the cities of Ottawa and Hull. They were followed by other large advertisements every day for two weeks.

In addition, every house was tagged with a large card drawing attention to the sales; the stores and windows were given over entirely to the display of the advertised goods, and every display carried a distinct yellow card with the firm's trade mark lettered in black.

The actual selling results of this trade mark sale were immensely gratifying, and the after results have been very satisfactory. The chain was complete from the manufacturer to the consumer, the distribution throughout Ottawa was perfect owing to the splendid location of the stores; the plans entailing display, store decoration and co-operation on the part of the clerks were all matured in advance, and most of the advertising was in type before the sale commenced.

This firm's advertising is unique not only for its size but on account of its excellence. Their portfolio of advertisements was awarded the president's cup at the recent convention of the United Drug Company at St. Louis, in a field with 5,000 retail druggists in Canada and the United States.

The Man With The Cow

Is behind Alberta, and the man with the cow is the man who buys with ready cash. He is the man who wants to build a home and stay. He gets beyond the necessities and buys luxuries. He is going to feed a good share of his bumper grain crops to cattle, hogs, sheep, horses and chickens this year. He is in for "mixed farming." The signs were never more auspicious for Alberta farmers. The Edmonton City Dairy will build a $100,000 plant this fall, the McLaren Cheese people say they will have fifteen dairy plants in operation in Alberta before snow flies, and Alberta farmers are buying *more cows*.

Let us introduce you through your goods and via of our advertising columns. We cover the great Peace River country and Northern Alberta, Saskatchewan and British Columbia as no other paper does. Over 12,000 circulation this week, and it is going up at the rate of nearly 1,000 a week. Eighteen subscription men covering the fairs between Vancouver and Winnipeg. Can guarantee 15,000 by the end of the year.

Place your ad. now before the rate advances and get in on a Rising Market.

THE HOMESTEAD

will carry your message to the people with the cash.

A weekly paper for the farmer with a head. Write for sample copies and see for yourself.

THE HOMESTEAD

Edmonton - Alberta

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1911, 2,347,656

Weekly Average, 45,135

Hamilton Newspaper Union

Hamilton, Canada

WHAT'S DOING AT THE AD. CLUBS

HAMILTON

Hamilton, "The Smokeless Pittsburg of Canada," will be one hundred years old in 1913, and to celebrate is going to hold a "Centennial and Made-in-Hamilton Exposition." One of the members of the Hamilton Ad. Club, C. A. Murton, is the secretary of this big undertaking, and the Hamilton Ad. Club expects to do its share in the publicity work.

At the first luncheon of the season held on September 27th, the speaker of the evening was C. W. McDiarmid, the president of the Toronto Ad. Club, and a member of the Executive Committee of the Associated Advertising Clubs of America. Mr. McDiarmid talked to us on "How a Local and National Advertising Campaign is Conducted." His experience as the advertising manager for Ryrie Brothers, of Toronto, enabled him to handle this subject in a masterly manner.

W. G. Rook, secretary of the Toronto Ad. Club, then gave an interesting talk on the experience of the Canadian contingent at Dallas.

* * *

The annual meeting of the Club was held on October 8th, when the report of the Nominating Committee was received and the following officers were elected:

President—F. R. Smith.

First Vice-President — P. H. Douglas.

Second Vice-President—D. B. Wood.

Secretary (re-elected)—T. F. Kelly.

Treasurer (re-elected)—J. R. Aylesworth.

Executive Committee — R. T. Kelley, Benson Johnston, A. L. Paige, H. M. Marsh.

Auditors—Fred Walker, R. M. C. Bower.

The report of the treasurer was received which showed the finances to be in a very flourishing condition.

A hearty vote of thanks was tendered to the retiring president, R. T. Kelly, for the very able manner in which he conducted the meetings of the Club during its first season.

The speaker of the evening was Fred Mason, the vice-president and general manager of the Shredded Wheat Company, of Niagara Falls, who gave a very interesting talk on "The Need of Business Men Dealing Honestly with the Public and thus Winning Their Confidence."

The first meeting with the new president in the chair was held on October 22nd, when Fred. R. Smith, late advertising manager of the Office Specialty Company, Toronto, but now connected with Gibbons, Limited, of Canada, gave an illustrated address "On the Making of a Newspaper." Mr. Smith went to a lot of trouble in procuring these slides to tell the story from the cutting down of our forests to the sale of the newspaper on the street in a very interesting manner.

In bringing the evening to a

FOR THE BETTER-CLASS ADVERTISER

The Gazette - Montreal

has essentially a quality circulation, in that it reaches the greatest proportion of people likely to buy.

It is read every morning by the well-to-do Montrealer and his family, by those who demand the best and are willing to pay for it. This is the secret of the positive pulling power of

The Gazette - - Montreal

NO ADVERTISING PLAN
is complete unless

Moose Jaw

is included

Moose Jaw—the Buckle on the World's Greatest Wheat Belt—the Railway Centre, the Industrial and Distributing Centre of Saskatchewan—Moose Jaw and its Tributary Country has a rich market for the manufacturer who will tell these prosperous people about his goods.

The Morning News has by far the largest circulation of any paper published between Regina and Calgary. Fully 80 per cent. of the people of Moose Jaw read the News, and it covers very thoroughly the Province of Saskatchewan, north, south and west of Moose Jaw.

"NEWS" readers are intelligent, prosperous people with money to spend for needs and for luxuries. Tell them your advertising story through the medium of their favorite newspaper. **Write for rates and sample copies.**

The NEWS PUBLISHING CO., Limited Moose Jaw Saskatchewan

close the report of the secretary was presented which consisted of a resume of the addresses that had been presented at the nine luncheons held last season. This proved very interesting, especially to those who had been unable to attend all the meetings.

* * *

MONTREAL

At a recent meeting the following were elected officers of the Montreal Publicity Association for the present season:—President, L. R. Green; 1st Vice-President, E. Montet; 2nd Vice-President, S. W. Tilden; Hon. Treasurer, H. B. Irwin; Hon. Secretary, Frank Jones; Directors; A. L. MacDougall, E. J. Lesperance, E. T. Sayers, R. J. Hart, W. J. Cameron, J. H. Thompson. The chairmen of the various committees were also elected.

It was decided enthusiastically to go right ahead with the permanent home proposition and a committee was appointed to put a deal through.

A splendid programme has been arranged for the coming months.

* * *

OTTAWA

At a meeting of the executive held on October 1st a plan was laid out for winter activity, which includes not only the study of advertising problems, but also the taking up of several questions relating to the progress of the city, and the welfare of its retail trade.

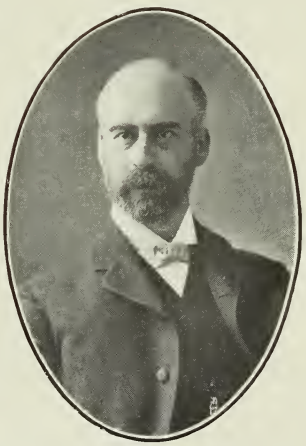
One direction in which the club promises to be active is in regard to shopping at home. The Ottawa *Free Press* is now running a series of advertisements pointing out the advantages of buying in this city, and co-operation among the merchants will be shown by the Ad. Club in this direction.

Plans are now being rounded into shape for the coming winter session, and the "Round the Table Talks," which proved so successful last season, will be continued.

* * *

PETERBORO.

The energetic Ad. Club at this point are fully cognizant of the value to their city of new industries.



Mayor Hocken of Toronto—the recently appointed Chief Magistrate—Publisher of the *Orange Sentinel* and Honorary President of the Toronto Ad. Club.

Recently the powerful DeLaval Dairy Supply Co., Ltd., have chosen Peterborough as the location for a large branch factory, and the local *Examiner* of October

Mr. Manufacturer!

If yours is the ONE BEST PRODUCT in your line in Canada, it is surely worth talking about.

And advertising is the one best channel through which to talk to a public with unlimited purchasing power.

But there are shoals and shallows ahead, and the ONE BEST WAY to stop the leaks in your advertising appropriation it to let the **one best agency** handle your account.

Woods-Norris Service

is personal, thorough and economical.

Whether your advertising investment is large or small, we can show you how to make each dollar go further.

Drop us a line or ask our representative to call.

WOODS-NORRIS, LIMITED

Advertising Agency

Mail Building, Toronto

9th, in a strong article authorized by the Ad. Club, makes an appeal to the citizens to use every endeavour to induce more new factories to locate in the city.

This is a most useful form of activity for Ad. Clubs, and might well be emulated by other clubs.

* * *

The Ad. Club has gotten off to a strong start for its winter activities. On Monday night, October 14, something really worth while was pulled off, when Mr. McDiarmid, president of the Toronto Ad. Club, was with us, and gave his address on "Analyzing the Demand for Your Goods." The gathering was our largest yet, there being some 40 all told at the tables, the speaking taking place after dinner.

Other than Mr. McDiarmid, the Peterboro business men were favoured with a talk by W. G. Rook, president of the *Home Journal*, Toronto, who pointed out wherein the Peterboro club had a field for useful activity; and Jno. Blackhall, of the Dominion Express Co., also spoke. Other than these speakers, Mr. J. Mills, late of the Hamilton *Herald*, but now with the Peterboro *Review*, was introduced and made his debut before Peterboro business men. The Hon. J. R. Stratton, of the Peterboro *Examiner*, also spoke, pointing out that advertising had made his success possible, and incidentally taking occasion to welcome Toronto speakers to Peterboro.

Educational articles prepared and authorized by the Ad. Club have been commenced in the evening papers of the city. These articles aim to give Peterboro citizens a deeper interest in their own city and also to develop in them a deeper sense of loyalty to Peterboro merchants and Peterboro industries.

Tuesday night, October 29, members of the club met for a round table discussion. Local members introduced the subjects. These were, "Retail Advertising," handled by J. McNichol, of the Cressman Co.; "Window Dressing," by J. McNab, of Richard Hall and Son; and "Helpful Pointers on Letter Construction and Their Possibilities in Circular Form," by Edward Williams, circulation manager of *Farm and Dairy*. This latter meeting discovered to the executive talent they scarcely knew Peterboro possessed.

* * *

TORONTO

The luncheon room was filled at noon on October 8th, when Walter R. C. Harris, business and advertising manager of *The Star*, spoke on the subject of "make-up." Dealing first with the development which has taken place in the mechanical end of the modern newspaper, Mr. Harris pointed out that these developments could not but reflect good results in the pages of the daily newspapers, besides simplifying the work of the make-up men. Wooden bases for cuts had been replaced by steel bases, electrically heated matrix tables for steam heating, while the make-

British Columbia's Leading Weekly

The only newspaper to reach every city, town, village and mining camp in the province.

Circulation Over 18,000

We made three thousand new friends in 1911—and of course retained the old.

Well written, splendidly illustrated, and with an attractive make-up, it is preserved in the home—this means your advertisement will be many times read.

We refer to *Economic Advertising* or any of the recognized agencies.

Ford-McConnel, Publishers.

B.C. Saturday Sunset

Vancouver B.C.

The Sun

VANCOUVER, B. C.

SWORN STATEMENT OF CIRCULATION

DOMINION OF CANADA
PROVINCE OF BRITISH COLUMBIA
COUNTY OF VANCOUVER TO WIT:

IN THE MATTER OF THE CIRCULATION OF THE SUN

I, Richard S. Ford, of the City of Vancouver, in the Province of British Columbia, Managing Director of the Burrard Publishing Company, Limited, publishers of THE SUN, do solemnly declare;

That I have personal access to, and have carefully examined the records of the circulation department of THE SUN, a newspaper of the City of Vancouver, and hereby under oath declare that the average net paid circulation per day from June 1st, 1912, to June 30th, 1912 exclusive, was twenty thousand four hundred and two (20,402).

And I make this solemn declaration conscientiously believing the same to be true and knowing that it is of the same force and effect as if made under oath and by virtue of the "Canada Evidence Act, 1893," and amendments thereto.

DECLARED before me at the City of Vancouver, in the Province of British Columbia, this 5th day of July A.D., 1912.

John Stafford

Notary Public

Richard S. Ford

Man. Director of the Burrard Publishing Co., Limited. Publishers of THE SUN.

up tables themselves had been improved so that the man did not have to leave his table to make up his particular form. Mr. Harris explained at some length the pyramid style of make-up now being introduced in Canada. By this system a page is made up from the bottom, the larger advertisements forming the base of the pyramid, the smaller advertisements being built up on them. This system has been in vogue in the United States for a number of years, and is giving good satisfaction, both to readers and to advertisers. Large advertisers used to clamor for positions at top of page, but now they were beginning to realize that the pyramid style was an added attraction to their advertising, drawing the eye as a magnet does steel. Smaller advertisers, who have to pay higher rates, were getting a better return for their outlay, while the larger advertisers were not suffering in the least.

The speaker read several letters from the business and advertising managers of leading newspapers in the United States expressing generally their complete satisfaction with the pyramid style of make-up. A number of questions were asked and satisfactorily answered.

Thornton Purkis, of J. J. Gibbons, Ltd., held the floor at the weekly luncheon on October 15th, the subject chosen being "The Element of Human Interest in Copy." There was, again, an excellent attendance.

One at least of four things, the speaker maintained, must be established in every piece of effective copy, the value of which might be placed in the following order: 1st—An appeal to vanity, which was one of the surest ways of arousing human interest. 2nd—An appeal to the emotions. 3rd—The establishment of a standard of comparison, and 4th—The embodiment in the copy of just that something that will overcome the natural inertia of the human mind.

By means of a number of illustrations, Mr. Purkis enlarged on these four features of successful copy, and very forcefully drove home the arguments and points he made.

Many ads. had failed because they were not written primarily to sell the goods, but to please the vanity of the boss.

The strongest appeal was in cases where action had been put into the ad., and the public were compelled to stir themselves and do something.

Chester B. Ames, of the Graphic Arts Board of Trade, spoke on October 22nd before a large attendance on the cost of printing, and in an interesting manner also went into the question of prime costs, overhead costs, quality and the estimating end of the printing business.

Printing, the speaker said, was not a staple like boots, clothes or machinery. No two jobs are exactly alike, and no two offices figured in precisely the same way. The human element entered very largely into the printing business.

The printing in most parts of

"Personal Contact" of Printed Matter.

"Personal Contact" is a potent factor in selling.

You cannot expect a shabby, faultily dressed salesman to "make good".

He lacks the appearance that makes your prospective customer "warm up" to him,—the Personal Contact that inspires confidence.

Your printed matter is a salesman. It should, when carrying your message, present an appearance that inspires confidence in your firm and your products.

If you desire "confidence-inspiring" Printed Matter,—Literature that has distinctiveness and personality, confer with us.

Acton Publishing Co., Limited

TORONTO:
1229-31 Queen Street West

MONTREAL:
Coristine Building

Canada had improved out of all knowledge in the past few years, this being largely due to the demand of leading business houses for better and still better work.

Then again, conditions in the trade itself have improved, and whereas five years ago there was universal ignorance among printers as to the cost of their work, many printers to-day have introduced cost systems and are able to tell almost to a cent what the jobs is going to cost.

The most economical way was to buy in quantity wherever possible.

It was disconcerting to the number of buyers of printing present to learn that even at the present figure the cost of hand composition was not nearly high enough.

* * *

Few speakers that have been heard at the Toronto Ad Club in the past year have been able to inject into their talks so much lively interest as was interspersed through the address of J. W. Thwing on Tuesday, Oct. 29th. His subject was "The Evolution of the Card Index and Its Application to Modern Business."

Commencing with the first application of the card index principle in the Harvard University Library, the speaker explained how the card system has quickly spread throughout the business and social world, until to-day we have it in use not only in practically every business office, but also in banks, government offices, baseball club management and even in prisons.

Several points were brought out that were absolutely new to most of the members of the Ad Club. Mr. Thwing told of some marvelous recent developments whereby the cards, instead of having the records written on them, are punched. These punch marks form the basis of some remarkable machines into which the cards are fed, and as fast as a girl can feed them, they classify themselves automatically, in the different subdivisions according as they are punched.

The talk was wound up with an interesting demonstration of the manner in which card systems enter into the daily life of every one of us. It was pointed out how, from the very day a child comes into the world, his name is immediately placed on a card by the physician and from that onward, through life, various officials and business houses are continually placing his name on a card and carrying records of that individual.

* * *

WELLAND

An energetic canvass by Messrs. McConnell and Waldron has raised the membership to 25, and a similar number in addition is confidently expected when the many prospects have been covered.

The next general meeting is set down for November 7th, when a good live speaker will be on hand. The members are very enthusiastic and a successful season is predicted.

An Interesting Map Free

The Calgary Daily Herald have published a circulation statement in map form, showing the different towns covered by The Herald, their location, population and number of Heralds received by each.

This map is 16 x 22 inches in size, is printed in two colors, shows at a glance where the 18,131 copies of The Herald circulate daily, and will prove most interesting to advertisers.

A Post card will bring you this map and a booklet of Calgary views free. Write today.

The Herald Publishing Co., Limited
CALGARY, CANADA

Edgar J. Guy, Eastern Representative, 61 Canada Life Bldg., King St. West, Toronto

CURRENT STOVE ADVERTISING

Some recent ads. reviewed—An endeavour to point out some of the weak points in current stove advertising, with suggestions for improvement—By D. McDonald.

I HAVE made my headline "stove advertising" for brevity's sake, but this article will try to cover recent advertising in the stove, furnace and range classes.

At this time of year stove advertising is being featured very largely in the daily and magazine press, but with a few solitary exceptions it has not o'er topped the level of mediocrity.

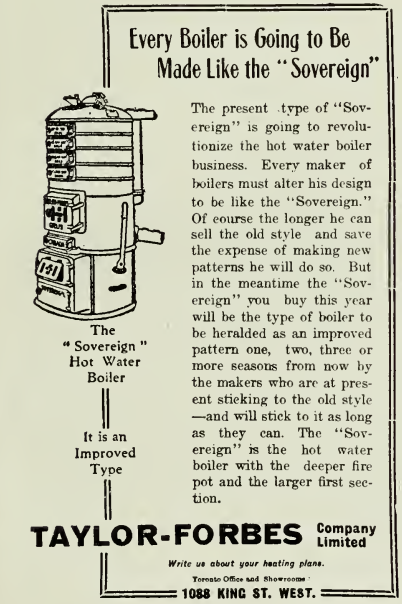
I can conceive in this land of frost, snow and cold no subject which lends itself more readily to the facile advertiser's pen, yet how few of the samples reproduced—and they are fairly representative—talk to the reader in that human interest, compelling way which alone can sell goods.

'Tis true, the proud housewife likes a bright-looking, electro-plated range in her kitchen—which only an energetic woman can keep bright—or better still, a furnace that make the feeding and ash removal a sinecure—but whether it be stove, range or furnace, I take it the prime essentials are abun-

dance of heat, economy of operation and easiness of access for cleaning.

Ask the average woman and she will bear me out. when she has obtained the above trinity of graces —steady heat, economical fuel and easy cleaning.

Let us look at this "Sovereign" Boiler ad. It is not too strong, and

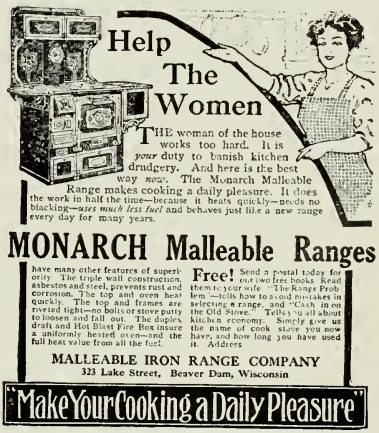

Every Boiler is Going to Be Made Like the "Sovereign"
The present type of "Sovereign" is going to revolutionize the hot water boiler business. Every maker of boilers must alter his design to be like the "Sovereign." Of course the longer he can sell the old style and save the expense of making new patterns he will do so. But in the meantime the "Sovereign" you buy this year will be the type of boiler to be heralded as an improved pattern one, two, three or more seasons from now by the makers who are at present sticking to the old style —and will stick to it as long as they can. The "Sovereign" is the hot water boiler with the deeper fire pot and the larger first section.
The "Sovereign" Hot Water Boiler
It is an Improved Type
TAYLOR-FORBES Company Limited
Write us about your heating plans.
Toronto Office and Showrooms
1088 KING ST. WEST.

whatever strength it has lies in its weakest part—a decided knock at its competitors. You have to read to the end of the ad. to gather why the "Sovereign" is superior over all others—the deeper firepot and the larger first section—surely an insignificant place to put the gist of the whole argument.

I know that the Taylor-Forbes people make a boiler second to none, but two years ago I was commissioned to write a booklet featuring just the same specialities —a boiler which is now selling readily on the market—so why use good space to talk about a point in construction which has been duplicated if not triplicated.

There's not a word in this ad. which will convince the buyer that he wants the "Sovereign" boiler. "Larger first sections" and "deeper firepots" contain no meaning to the average purchaser. The talk should be economy, ease of operation and accessibility.

Here's a Yankee ad. that loses strength by having two good cap-


Help The Women
THE woman of the house works too hard. It is *your* duty to banish kitchen drudgery. And here is the best way *now*. The Monarch Malleable Range makes cooking a daily pleasure. It does the work in half the time—because it heats quickly—needs no blacking—*uses much less fuel* and behaves just like a new range every day for many years.
MONARCH Malleable Ranges
have many other features of superiority. The triple wall construction, asbestos and steel, prevents rust and corrosion. The top and oven heat quickly. The top and frames are riveted tight—no bolts or stove putty to loosen and fall out. The duplex draft and Hot Blast Fire Box insure a uniformly heated oven—and the full heat value from all the fuel.
Free! Send a postal today for our two free books. Read them to your wife. "The Range Problem —tells how to avoid mistakes in selecting a range, and "Cash in on the Old Stove." Tells you all about kitchen economy. Simply give us the name of cook stove you now have, and how long you have used it. Address
MALLEABLE IRON RANGE COMPANY
323 Lake Street, Beaver Dam, Wisconsin
"Make Your Cooking a Daily Pleasure"

tions displayed—"Help the woman" and "Make your cooking a pleasure."

This advertiser, however, strikes the right note—ease the woman's work, it's hard enough—buy a "Monarch Range" and solve cooking troubles. And then the ad.

goes on to tell some features of construction which lend themselves to this desirable end.

Put this ad. alongside the one just criticized and ask yourself which is likely to prove the better business-bringer.

McClary's—going strong and always reliable—a nice looking ad.

A Beautiful Range---
Yet Easily Kept Clean
Glance at the "PANDORA" as it stands complete—a handsome range surely, yet easily kept clean. McClary's famed "Duplex" nickelling cannot burn off—it never becomes tarnished. About it there is no superfine "impossible-to-keep-clean" tracery—the nickel adornment is rich—the carving bold
"PANDORA" surfaces are "burnished." The McClary system of burnishing is a special process that produces surfaces as smooth as plate glass. "PANDORA" surfaces keep their color indefinitely—they retain our special water-proof dressing. So, you can keep the "PANDORA" bright and clean by simply rubbing a dry cloth over it.
The "PANDORA" is more than a handsome range. It is also a permanent investment because it is built to endure—it is the one range that is as strong and compact as it looks.
The "PANDORA" cooking surface is made in sections with expansion top—the centre and cross-bars fit into them—this allows for expansion and contraction without any possibility of cracking or warping.
"PANDORA" Range
Top sections are reversible—you can place a boiler cross-wise on the "PANDORA" if you wish to use front pot hole over fire. "PANDORA" lids and entire top are extra heavy and guaranteed not to crack or break under ordinary usage.
N B—You can have the story of "PANDORA" Efficiency in detail by simply asking for our free book, "REASONS FOR 'PANDORA' POPULARITY."
LONDON TORONTO WINNIPEG ST. JOHN N B.
McClary's
MONTREAL VANCOUVER HAMILTON CALGARY

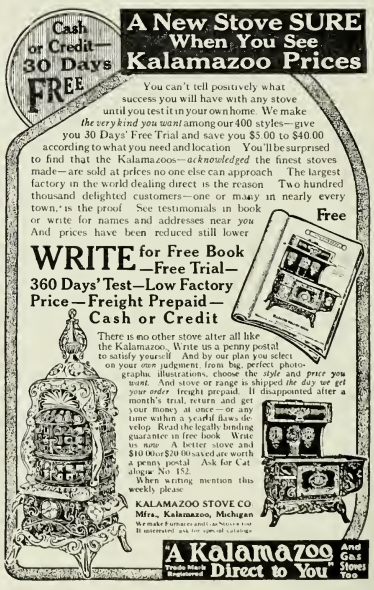
with a wasted border, whose feature is the ease with which the range can be turned into a drawing-room ornament.

I can't follow this argument. The families in Canada that can buy a range of this size do not, any longer, take their meals in the kitchen, and although the housewife looks for easy cleaning in any range or stove she handles, I don't think this is a prime essential.

Nor yet is facility for reversing the plate sections (I quote from the ad.) what a woman looks for first.

Here I find myself harking back to the first argument—economy and ease of operation. Do you get any news of these essentials by reading this ad.?

You have all, doubtless, seen the Kalamazoo Stove Advertising--one of the few firms, so far as I know, who sell their product direct from factory to consumer. And it is no secret that this company has made an enormous success in this business. The talk is enjoyably frank. You can't tell positively what success you will have with any stove until you test it in your own house. Then the offer.


Cash or Credit—30 Days FREE
A New Stove SURE When You See Kalamazoo Prices
You can't tell positively what success you will have with any stove until you test it in your own home. We make the very kind you want among our 400 styles—give you 30 Days' Free Trial and save you $5.00 to $40.00 according to what you need and location. You'll be surprised to find that the Kalamazoos—acknowledged the finest stoves made—are sold at prices no one else can approach. The largest factory in the world dealing direct is the reason. Two hundred thousand delighted customers—one or many in nearly every town,—is the proof. See testimonials in book or write for names and addresses near you. And prices have been reduced still lower.
Free
WRITE for Free Book —Free Trial— 360 Days' Test—Low Factory Price—Freight Prepaid— Cash or Credit
There is no other stove after all like the Kalamazoo. Write us a penny postal to satisfy yourself. And by our plan you select on your own judgment from big, perfect photographic illustrations, choose the style and price you want. And stove or range is shipped the day we get your order freight prepaid. If disappointed after a month's trial, return and get your money at once—or any time within a year if flaws develop. Read the legally binding guarantee in free book. Write us now. A better stove and $10.00 to $20.00 saved are worth a penny postal. Ask for Catalogue No. 152.
When writing mention this weekly please.
KALAMAZOO STOVE CO
Mfrs., Kalamazoo, Michigan
We make Furnaces and Ranges too. If interested ask for special catalogue.
A Kalamazoo Direct to You
And Gas Stoves Too

I have never come across a "Kalamazoo," but if I were in the

market, this ad., although far from perfect from an ad. critic's point of view, would tempt me sorely.

"Happy Thought"—an ideal name—did you get it? And then the caption, "stove satisfaction," that makes you want to read more.

Here's what I like—every stove is supposed to bake, boil and fry to satisfaction, but if you want a stove "that will give the last unit of heat value from every ounce of fuel," etc. I don't need to quote any more. That is real advertising, and if this firm can make good, it must be proving exceptionally profitable.

The "Happy Thought" has all the special features in every range and then some. But why pile it on so? Any ordinary range that will make good on the economy feature will sell itself without further embellishments.

HAPPY THOUGHT
Do You Want Real Stove Satisfaction?
Do you want a stove that will bake, broil, fry and do every cooking operation equally well?
Do you want a stove that will give you the last unit of heat value from every ounce of fuel—right where you want it, at the lid openings or in the oven—a stove that will pay you dollars every month by the fuel saving it effects.
If you do, the HAPPY THOUGHT is the stove you will eventually choose.
Do not be deceived by the so-called "special features" of other stoves. Every detail of HAPPY THOUGHT construction represents that last word in stove making. If anything better could be devised, it would be already incorporated in the HAPPY THOUGHT
The HAPPY THOUGHT has no special "selling" points. Its record of success for twenty-five years proves its all-round value as the most serviceable stove that you can buy.
R. BIGLEY, 96 QUEEN ST. EAST TORONTO
THE WILLIAM BUCK STOVE CO., LIMITED, BRANTFORD, ONT.

MEN AND MEDIA

ATTENTION is directed to an important change advertised in another page of this issue. The *Weekly Leader*, Regina, Sask., ceases to exist under this name, and will blossom out into a larger and more comprehensive journal under the title of the *Prairie Farm and Home*.

Its editorial scope is to be broadened, and sections devoted to agricultural subjects, the home and the children will be included.

Serial and short stories and special illustrated articles have also been provided for.

In spite of the fact that Saskatchewan is the largest grain producer in the world up to the present it has had no weekly dealing with agricultural subjects, so that the success of the *Prairie Farm and Home* is assured.

The new venture has our best wishes.

* * *

Charles H. Ashley, till recently advertising manager of *Saturday Night*, Toronto, has left for Montreal to go into the real estate business.

"Big Ash" was one of the founders and most energetic

scouts of the Toronto Ad. Club, by whom he will be much missed.

* * *

J. F. Gallagher, manager of the Montreal office of the numerous Acton Publications, has been appointed manager of the Head Office, Toronto, in succession to Clarence S. Acton.

* * *

Brigden's Limited, formerly known as The Toronto Engraving Company, Limited, moved into their new steel and concrete building at 160-164 Richmond Street West, Toronto, on October 1st last. They are now in an excellent position to render a combined designing, engraving and printing service to advertisers.

* * *

The Witness, Montreal, are meeting with deserved success in their energetic circulation campaign, a large number of new subscribers having been added in Montreal alone without the aid of voting contests or premiums.

The circulation will shortly reach the 30,000 mark.

* * *

T. H. Frazier has been appointed manager of the Foreign Advertising Department of the Manitoba *Free Press.* Winnipeg.

Mr. Frazier's qualifications render him eminently suitable for the post, his experience having been gained with such widely known papers as the Chicago *Evening Post,* Chicago *Record Herald,* the Associated Sunday Magazines and other lesser known journals.

He will have charge of the foreign advertising of both the Morning and Evening *Free Press* and the Weekly *Free Press,* the dailies claiming to carry more advertising than any other daily in the Dominion. The *Free Press* may be congratulated on having secured Mr. Frazier's services.

* * *

G. Bray, of the *Canadian Thresherman,* Winnipeg, called the other day when passing through Toronto on an extended business trip which covers the entire eastern provinces and eastern and middle west States.

* * *

The Federated Press, Limited, Montreal, of which Travice A. Tod, well known in Toronto, is manager, forward a very artistic brochure entitled "Hunting."

The main feature is a high-grade colored print of a fall hunting scene, and the accompanying presswork stamps this company's productions with the quality mark.

* * *

Beginning with November issue *Motor Magazine,* Toronto, will appear in increased size, the new page measuring 9¼ by 12½ inches.

This will give more space for reading matter, display in the ads. and for the use of larger cuts, and should prove a popular change with the magazine's advertisers.

* * *

Announcement is made that an "Ad." course has been started at the Y. M. C. A., Toronto, under

the instruction of James A. McClelland, of the Toronto Ad. Club. The course is to be a comprehensive one and instruction will be individual. Details may be had from Edward Jenkins, Educational Secretary, 415 Yonge Street, Toronto.

* * *

The Standard, St. John, N.B., have recently installed a New Hoe Observer Press, stereotyyping and casting equipment, additional linotype machines, and photo-engraving plant, thus bringing their plant up to a high state of efficiency. The buildings too are being reconstructed throughout to meet the demands for increasing business.

Advertising in the *Standard* has increased 340 per cent. in three years, while subscriptions have more than trebled in the same period.

* * *

Under date October 7th, the *Fly Leaf,* the new organ of the Toronto Ad. Club, makes its first appearance. It is merely an unpretentious eight-leaf folder, but contains a quantity of caustic comment on club doings and a number of spicy personal pars. Three pages of advertising carried will nearly cover the cost of its production.

The editor, for his own peace of mind, and possibly safety of hide, prefers to remain incog.

* * *

Clarence S. Acton has resigned his position as manager of the Acton Publishing Co., Limited, Toronto, and has branched out into the wider field of the advertising agency.

With him is associated G. N. Simpson, the name of the new company being "Selling Service Limited."

The plan of operation will be different from that of the established agencies, as a regular service fee in every instance will be charged in proportion to the work done.

The new venture has our best wishes.

* * *

The Winnipeg *Free Press* announce an all-round advance in their advertising rates to take effect January 1st, 1913.

The very large increase in circulation fully justifies the *Free Press* in making this advance from 7 cents to 8 cents per agate line flat. A circular giving the reasons for the increase, and fully justifying it, may be had on request.

* * *

Among the recent booklets received descriptive of the progress and facilities of our wonderful Western cities, none reaches a higher plane of excellence than that of Prince Albert, Sask., just to hand. "The White Coal City," as it has been aptly termed, is specially fortunate in having so experienced and go-ahead a man as Walter E. Gunn, who is responsible for the booklet, to direct its publicity, and the advertising value of this excellent production cannot be over-estimated.

The booklet, 11 x 8, is a real

work of art, the cover being in two delicate shades of brown with relief embossing in crimson.

The illustrations reproduced in high quality half-tones are brought out strongly by the use of a delicate and artistic series of light green tint blocks, and the reading matter includes the actual experiences of many settlers and is forceful and well written.

This exceptional specimen of advertising literature cannot fail to prove a real business booster for this energetic and progressive community.

A copy may be had by applying to Mr. Gunn, Secretary Board of Trade, Prince Albert, Sask.

* * *

Miss Etta Coughlin has retired from the staff of the London *Free Press*, to become a trained nurse at St. Joseph's Hospital in that city. On her departure she was presented with a pearl ring by the business staff of the *Free Press*, and with an umbrella by the circulation force, in expression of their good wishes.

* * *

A large gathering of newspaper publishers of the Maritime Provinces of Canada attended the annual meeting in New Glasgow of the Maritime Press Association. Interest centred for the most part in the discussion of the affiliation proposals submitted by the Canadian Press Association, which it was finally decided to hold over until another year for decision.

At the close of the meeting John T. Hawke, of the Moncton *Transcript*, was elected president. The vice-presidents are James A. Fraser, the New Glasgow *Chronicle;* J. P. Malaney, Woodstock *Press;* R. L. Cotton, the Charlottetown *Examiner;* secretary-treasurer, D. F. McLean, Port Hope *Greetings;* corresponding secretary, Mrs. P. M. Fielding, Windsor *Tribune;* executive committee, J. L. Stewart, Chatham *World;* A. R. Coffin, Truro *News;* J. C. Keating, Moncton *Times;* F. E. Cox, Middletown *Outlook,* and M. Donovan, the Antigonish *Casket.*

James A. Fraser introduced a motion, which was carried, instructing the executive committee to secure information from members and prepare a minimum scale on advertising rates for Maritime papers.

* * *

To hand, a neat and comprehensive booklet from the Office Specialty Mfg. Company, particularly emphasizing the way in which large drawings can be conveniently handled. The filing of such documents has in the past been considerable trouble to many offices, and we commend this booklet to the attention of anyone looking for a solution of this problem. A copy may be had for the asking.

* * *

Baseball enthusiasm at long range. No sport has apparently gotten a bigger hold on the Canadian public than baseball. The Winnipeg *Free Press* has sent us an elegant folder showing the large crowds before their building, watching the "up-to-the-minute" reports of the World's Series be-

- - *be*
- - *in*
- - *our*
- - *Xmas*
- - *Number*
- - *Dec. 5th*

- - *extra*
- - *copies*
- - *for*
- - *Guelph*
- - *Winter*
- - *Fair*

"A Paper Farmers Swear By"

Homes with Large Incomes

DAIRY Farmers whom we reach exclusively, average incomes over $2,000.00 each annually - - Better this year!

Pastures never have been better. Prices for dairy produce have held *the highest average level ever known* for a season.

Be in Farm and Dairy weekly at this season and you will get your share of the Dairy Farmers' incomes.

Plan for Xmas No. December 5th.

At the most opportune time to interest Xmas buyers, we issue our 4th Annual Breeders' Magazine Number, which is our Xmas number. Distributed at Guelph Winter Fair in excess of regular circulation. 16,500 guaranteed

Questionable, unclean also liquor, tobacco, patent medicine and electric belt advertising absolutely refused

We guarantee our advertisers to our people. Your ad. will be in good company in Farm and Dairy. Farm and Dairy service will pay you handsomely.

Our books and circulation records are open for your inspection.
Write for circulation statement, rates and specimen copy of

Farm and Dairy, Peterboro, Ont.

" A Paper Farmers Swear By "

tween the "Giants" and "Red Sox." The enterprise of this live Western paper in reporting events happening 2,000 miles away, shows how they keep in touch with the world's latest news.

* * *

We understand that an amalgamation has been effected between *Der Nordwesten* and *Farm and Haus.* These two strong papers, catering to the large German fields in the Northwest, should gain added strength in the amalgamation, and as an advertising medium offer opportunities to reach this class of buyer, which can hardly be attained in any other way. We have not been advised what the name of the combined publication is to be.

* * *

The issue of the Hamilton *Herald,* October 19th, carried what is possibly the largest amount of advertising by one firm, ever appearing in a Canadian newspaper. In this issue The Right House—Hamilton's big department store—carried seven pages of advertising, and it speaks well for *The Herald* that they can command such extensive patronage.

* * *

The progressive Western Press seem to set much store on the illustrated booklet, and the latest one to hand is gotten out by *Saturday Sunset,* Vancouver, to exploit Vancouver and Western Canada. The descriptive reading matter, with authoritative statistics, is accompanied by a large number of first-class half-tones illustrating the buildings, resources, fisheries, industries and scenery of British Columbia.

Any interested advertiser may obtain a copy for the asking.

* * *

John A. McKay, publisher of the Windsor *Record,* has purchased the extensive Leys Block in that city.

In the spring it is his intention to remodel and alter the building to provide for a fully modernized newspaper plant.

* * *

Henry J. Roche of the Edmonton *Daily Capital,* was in Toronto last month on a business trip, and reports everything booming in his district.

* * *

Saturday Night have transferred their mechanical departments to their handsome new building on Richmond Street West, but we understand that the business offices of the various other Gagnier publications will not be transferred till about the first week in November.

* * *

Adam F. Smith, late with the Acton Publishing Company, Toronto, has joined the staff of the J. J Gibbons Agency.

* * *

The Brantford *Expositor* are conducting a baby contest—not a beauty show—but a real popularity contest. Nearly 100 parents are hustling for subscriptions to get votes, and a large accession of circulation should result.

"SOME THINGS THE BUYER OF SPACE SEEKS TO KNOW"

To reach the largest number of people of a given class in a given area, at the lowest cost, is the duty of every buyer of space.

If a product is bought by the good, steady "home" class of people, in Toronto and suburbs, THE EVENING TELEGRAM is the first medium the space buyer for that product should select, because:—

The Telegram has the largest circulation in Toronto.

It has the largest HOME circulation in Toronto.

It has more circulation, locally, than the combined local circulations of its two nearest competitors.

Its circulation is never inflated, but represents a healthy growth of 36 years. It uses no premiums or contests.

Unquestionably, in Toronto, it's—

THE EVENING TELEGRAM

To Sell Goods

You must get into the homes of the people who buy. You must talk to the actual consumer when the need for goods is being felt.

You must, if you have a new class of article, tell the consumer what it is and why it should be used. The power of suggestion is strong.

Whatever you are manufacturing, you must show the consumer why YOUR brand is the one to buy. Unless he asks for your brand, of what advantage is it to you to put into it the best materials and the best workmanship?

You can get into the homes of over 58,000 people of Canada, day in and day out, by advertising in

The Globe
TORONTO

And that circulation comprises the best buying population in Canada. The people who read The Globe are progressive, alert and successful men and women. They represent the most attractive part of the consuming public.

Others have built up great selling organizations through advertising. You know many such in your own experience.

Let us discuss your special case with you, or consult one of the reputable and efficient Canadian Advertising Agencies.

The Globe
TORONTO

CANADA'S NATIONAL NEWSPAPER

DECEMBER—1912

Economic Advertising

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WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING, TORONTO, CANADA

Forceful Facts

The Toronto Daily Star's great gain in Classified Advertising

The remarkable increase in the popularity of The Star as a medium for classified advertising is evidenced by a

Gain of 597,380 Agate Lines, Approximately 60 per cent.

Also by the gain of 50 per cent. in the number of advertisements. This is conclusive proof that The Star produces the very best results. Classified advertising, more than any other, depends for its success upon the results that the individual advertiser secures day by day.

Rate 1 cent per word, 10,00 words, to be used in 12 months, $75 (rate ¾ cent per word). 14 words daily, 12 months, ¾ cent per word.

Toronto Daily Star

Net Daily Average Over 80,000

Economic Advertising

ADVERTISING RATES

	1 month.	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

Vol. 5. Toronto, December, 1912 No. 12

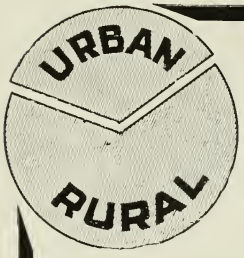
STRAIGHT TALKS

NEWSPAPER MAILING RATES

IT is befitting that a journal like ours should devote space, even at this early juncture, to a most important alteration, to use the expressive French idiom, "sur le tapis."

We refer to the reported increase in postal rates anticipated from the Government Postal Department—an increase that would affect primarily the publishers of the country by increasing enormously the cost of delivery of their journals. Secondly, the national advertisers, because the cost of advertising with the greater cost of production would have, necessarily, to be increased; and, thirdly, the reading public, who would then be unable to purchase their favourite journals at the present insignificant figures.

When a paternal government, some years ago, contracted to carry second class mail matter for ¼ cent a pound (the lowest rate in any other British colony is 1 cent a pound), they were dealing with a far different proposition than what confronts them to-day. Then, the circulation of even the leading papers was insignificant, compared to the enormous output enjoyed by our leading dailies in 1912, and the idea of placing the people of Canada in close touch with the events of the day, of educating them and enlightening them in regard to their possibilities and opportunities through the medium of the daily press, was praiseworthy in the extreme.



CANADA IS 66% RURAL

IN CANADA **200,000** families live in towns of less than **4,000** inhabitants; and **700,000** families live on farms; a total of **900,000** families in RURAL CANADA. ¶ **700,000** of these are English-speaking people. ¶ **140,000** of these families — one in five — can be reached EVERY WEEK by an advertisement in the

Family Herald and Weekly Star

Reaches Every Fifth English-speaking Rural Family in Canada

¶ This great Canadian Newspaper enjoys the implicit confidence of its immense army of readers in all parts of the wide Dominion. ¶ The cost of advertising per thousand of circulation in the Family Herald and Weekly Star is lower than the corresponding rate of any other high-class rural publication on the continent of America.

Write for full imformation,

ADVERTISING MANAGER

Family Herald and Weekly Star

MONTREAL

The outlook to-day is very different. From our own observation we find, in 1903, that 16 leading dailies in Canada, taken at random from Halifax to Vancouver, carried a daily sworn circulation of 300,496, as against 515,482 carried by the same papers in 1910, the latest figures available. This is a tremendous increase in the short space of eight years. Multiply it by the 300 odd publication days in the year and you will get a faint idea of the extra burden that has been imposed annually on the Postal Department.

It will be readily understood that this increase has entailed a recurrent loss in the working of the Post Office Department of Canada, as large 15 years ago as $800,000.

Another question arises: Is this a fair amount to ask the Dominion public to pay through the medium of taxation?

This, briefly, is the view the average public man will take of the controversy now being debated between the Canadian Press, Limited, the Canadian Press Association, and the Postmaster-General.

But there is the publisher's voice to be heard from, and his arguments may, briefly, be put forward as follows:—

First—Are the demands of the railways for increased subsidies in keeping with the extra amount of mail matter carried, or were their original prices too high?

Second—Does the Government adequately recognize the debt it owes the newspaper as a factor in the diffusion of knowledge, and in the dissemination of education, technical and otherwise, throughout the community?

Third—Could the Government afford the cost of keeping the electorate and general public in touch with public issues and proceedings at Ottawa without the daily and weekly press?

Fourth—Is it not a fact that many papers, in order to make possible a daily service of the world's news, have had to seek a subsidy from the Government or sink into obscurity, owing to the narrow margin of profit offering on their existing tradings?

Fifth—Is it not a fact that the majority of papers at the present time perform a large amount of the work, such as sorting, which in connection with the other classes of mail matter is done by the Post Office Department?

The time is not ripe for us to pass an opinion on the merits of these and other arguments in favor of the maintenance of the present low scale of rates for second class mail matter, but the fact remains that these five open questions are pertinent in the extreme.

We are happy, however, to be able to record that whatever

EDMONTON JOURNAL

The Edmonton district—the most prosperous section of the West—has this year harvested the largest crop in its history; consequently, the farmers have money, and business in Edmonton and surrounding country has never been better.

This is the opportune moment to get your goods before these buyers.

In this prosperous field THE JOURNAL is the leading daily; not only in circulation, but in news and advertising carried.

CIRCULATION, 12,704 COPIES DAILY; audited by the Association of American Advertisers.

Canadian Newspapers, Limited—Journal Branch

M. R. JENNINGS, Editor and General Manager

JOHN MacLAREN. Business Manager

East. Representative : E. J. Guy, 61 Canada Life Bldg., King St. W., Toronto

FOR THE BETTER-CLASS ADVERTISER

The Gazette - Montreal

has essentially a quality circulation, in that it reaches the greatest proportion of people likely to buy.

It is read every morning by the well-to-do Montrealer and his family, by those who demand the best and are willing to pay for it. This is the secret of the positive pulling power of

The Gazette - - Montreal

Members of the Ad. Clubs throughout the continent will have read with considerable interest President Coleman's report in the October issue of "The Voice," but there are a large majority of our readers still "outside the pale,"so to speak, to whom even at this early stage a brief summary of the arrangements made so far will be of interest.

The educational side of the convention is to be allotted an even more prominent place than at Dallas, though popular entertainment features (and Baltimore is noted for her hospitality), including a monster illuminated street parade of advertising interests, with possible trips to Annapolis, Washington and Chesapeake Bay resorts, will be by no means neglected.

For the opening day, Sunday, the Dallas programme of church services, with advertising men in the pulpits, will be repeated, and four whole days will be set aside for the business of the convention.

The remarkable display of advertising shown at Dallas is to be enlarged at Baltimore, and additional interest will be added to the convention by the presence of a strong delegation of English and European advertisers.

A very important change has been decided on for the election of the next convention meeting place.

Each club will be given the same chance as heretofore to display the size and quality of its delegation, and to make its claims before the convention through its two ablest speakers. But the ballot for next convention city, which introduced many objectionable features, and engendered not a little bad feeling among the delegates, has been abolished, and in its place the selection will rest entirely with the Executive Committee, a body of eminent advertising men, who may be relied on absolutely to make a wise choice.

The convention is to be held in the huge armouries of Baltimore, a building capable of seating 15,000 people, with sufficient committee rooms to enable all the meetings to be held under the one roof.

Construction and education in their broadest sense will mark the forthcoming gathering, and the speakers will include the keenest-minded and most successful advertising men in the States and Canada, while the discussions will be participated in by the most advanced of the world's advertising men.

We can offer no better advice to Canadian advertising men than to urge them to plan ahead—to set aside the necessary time in June next to enable them to participate in the feast of good things offered at Baltimore.

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1911, 2,347,656

Weekly Average, 45,135

Hamilton Newspaper Union

Hamilton, Canada

Saskatchewan

IS just now getting cash return for the largest crop in the history of this wonderful province. The grain growers of Saskatchewan are this year finding themselves with more wealth than they or any other class of Canadian farmers have ever had before. They are going to be bigger buyers; will want better goods and more of them. Doesn't it seem that such a condition warrants the careful investigation of every Canadian manufacturer who has a product that can be sold in this province? It doesn't pay to neglect Saskatchewan, and it is hardly possible to conceive of any advertising campaign in Saskatchewan in which *The Regina Leader* is not at the head of the list. The oldest and most influential daily in the province, *The Leader*, guarantees that it has by several thousands the largest circulation of any daily paper in Saskatchewan.

THE

LEADER PUBLISHING CO.

LIMITED

Regina - - Sask.

Eastern Representative :
Edgar J. Guy, Canada Life Bldg., Toronto.

Also publishers of Prairie Farm and Home, the only farm and general weekly in Saskatchewan.

KEEPING BUSINESS DATES

WHAT an ideal business world would surround us if everybody kept his dates. No one behindhand, all the machinery of business and finance moving like clockwork. There would be little work left for most of us who are engaged in an effort to correct the shortcomings of others.

Such an ideal condition is beyond twentieth century ken. The best we can do is to strive to reach as near to the goal of perfection as possible by keeping our dates, no matter what the other fellow does.

Unless a man can keep pace with this thought, that dates must be kept, he has no right to do but a strictly cash business. The keystone of success in a credit business is "keeping dates, for dates count." A man's reputation is worth little to the trade after one unsuccessful effort in the credit business.—*Exchange.*

ABUSING THE MAILS

THE past few years have seen legislation inaugurated in both the States and Canada with a view to putting a check on the use of the mails for swindles of every kind.

Under the guidance of Postmaster General Hitchcock and The Hon. L. P. Pelletier, each country has been fairly successful in cleaning house, and a number of prosecutions have been instituted and convictions recorded.

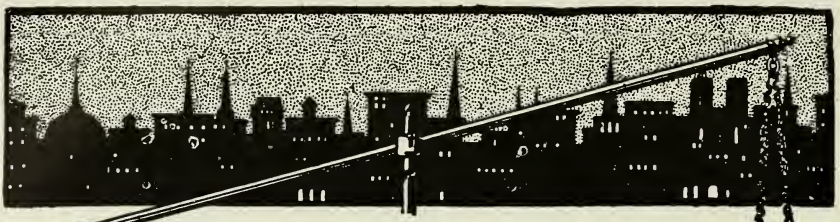
The difficulty, however, as the *Family Herald and Weekly Star* points out, is that there are three thousand miles of boundary between the countries, that international mail service leaves little to be desired, and that infringers of the law in the one country are immune from prosecution in the other.

Under the circumstances, the obvious thing has happened, and swindlers operating in the United States have moved their headquarters to Canada and vice versa.

Two courses seem to be open for the abolishing of this petty mail-shark larcency, which is proving a serious menance to legitimate trade.

Firstly, joint action by Canada and the States in any shape that will make the carrying on of these swindles too hazardous and too unprofitable in either country, will be heartily welcomed.

And secondly, if the press of the country would exercise more care in the editing of the advertisements they publish, and would exclude every ad. they were not reasonably sure was genuine, these tricksters would find their main channel of publicity blocked, and there would speedily be a transference of their scene of operations to pastures new.



MONTREAL 70% FRENCH.

and yet there are business men in this wide awake throbbing, go-ahead country, who are neglecting this rich field for profits. Can you imagine a man putting his sales force in a given territory and instructing them to canvas only 30% of the possible market? And yet this is what several otherwise shrewd advertisers are practically doing in the Province of Quebec.

Montreal with its 70% and Quebec province with its 80% French population offer a golden opportunity to exploit your wares. There is but one sure-solid-satisfactory way to reach these people—thro' a French Paper.

"La Patrie" with its huge circulation plus the entire goodwill and faith of its readers, is the best possible way of reaching these people when they are in a receptive mood-Viz: at home.

"The National Drug & Chemical Co., of Canada know the vital importance of using "La Patrie" and are spending thousands of dollars for the privilege of talking to our readers."

It will pay you to advertise in

La Patrie

50,000 Circulation Daily nearly 60,000 Saturday's

We absolutely guarantee to you that "La Patrie's" circulation is not duplicated by any other French Daily.

Edgar J. Guy, Western Representative, Room 61, Canada Life Bldg., Toronto, Ont.

The publisher's responsibility in accepting ads of this kind is a very heavy one, and a rigid censorship must be exercised if these mail order swindles, often couched in such specious and misleading language, are to be excluded from the reputable journals of the continent.

A number of papers are now censoring their advertising as strictly as their editorial news, and more are falling into line each month.

From a purely selfish point of view such action is a profitable one, as a journal which has cleaned house finds it can command heavy advertising patronage from firms of the highest standing, whose ads would never be found alongside such as we have referred to above.

The Festive Season

Once again old Saint Nicholas is about to take his annual sportive trip across the advertising map bringing his gospel of good cheer and happy days to one and all.

And we would be veritable boors if we let the opportunity pass of wishing our many readers—publishers, advertisers, and sympathisers—the very best of all the good things this Christmas season can have in store for you, and an abundance of renewed health, happiness and prosperity in the coming year.

Our work in the uplift and criticism of advertising in Canada has not always been a bed of roses—bouquets at times have been scarce. But there is the one satisfaction remaining, that we are fighting always for the good of the cause of more and better advertising—we have no axe to grind—and if offence at any time has been given, if the Captious Critic has been a trifle over captious, forgive us. Our criticisms were well meant, and it has been farthest from our thoughts to hurt any one's feelings.

So permit us on the eve of Christmas, 1912, to thank you all for your loyal support and good will during the past year, and to wish you everything we could possibly wish for ourselves in the years that are to come.

Advertising That Does Pay

NINETY PER CENT. of advertisers have no definite knowledge as to whether the various media they are using are profitable or not. They may know that their advertising in the aggregate pays, but they do not know what each individual newspaper is doing in the way of producing profits. With a mail order advertiser, however, it is different, and at the end of the month the mail order advertiser knows exactly what each newspaper has done for him.

Guenther, Bradford & Company, Advertising Agents, of Chicago, are among the largest contractors for mail order advertising doing business in America. In a recent letter from them they say:—

> "We believe we will be able to give you a good deal more business during 1913, as your publication is a splendid advertising medium, which has been proven by the fact that we have placed several advertisements in your paper for our clients, who have received most gratifying results from the same."

THE TORONTO DAILY and SUNDAY WORLD have a combined circulation of more than 118,000. You can get immediate direct results of the most convincing kind by using them judiciously.

HOW PRINTERS SHOULD ADVERTISE

By Dudley L. Hare

EVERY buyer of printing reads the newspaper, yet how seldom we see a printer's advertisement in the paper. There can be no logical reason for this, as a good, instructive talk on printing would be read with interest by most business men. Retailers, wholesalers, and professional men realize to a great extent the necessity of using literature and stationery that are of quality workmanship, that reflect their business and their individuality, but many of them do not know what they need or where to get what they want.

A printer who gave a three or four-inch talk about three times a week in the morning papers, would doubtless be more than gratified at the results received. By asking the reader to write or 'phone for a folder, giving the details of his services, he would secure a very valuable mailing list and reach men who could not be reached in any other way. The best results would be secured by taking a different subject each day and dwelling on that, as the talking points around a printing plant are so numerous that it would be impossible to cover them all in one advertisement.

The average buyer of printing must be given credit for knowing that a printer will take any job offered to him, and, if he is unable to execute it himself, he will "farm it out" to another printer who can handle the job. It is a waste of time and space to mention the various kinds of work that can be done, unless it is a class of work not handled by the average print shop.

The desirable customer for a printer is more interested in quality than in price and wants to know the kind of service he can secure by dealing with a certain shop. He wants to do business with the printer who can offer sensible suggestions, who can grasp his ideas and work them out or tell him if they are impracticable, and who knows the technical end of printing thoroughly.

The average business man knows little about the technical end of the printing business and he would welcome helpful talks on this subject.

Take letterheads for instance. How many men have any idea of the kind of letterhead they want? They rely almost entirely upon the suggestions of their printer or they copy the style of another firm. Here is where the printer can render valuable service. Every business is distinctive and the letterhead should reflect the individuality of the firm it represents. A bank should not use the same kind of a letterhead that a manufacturer should use, and the printer should be able to recommend the right kind of paper, the style of type and the amount of wording.

Are Your Guns Double - Barrelled

In a strong sales campaign commercial literature is as the artillery in warfare.

A CLEVER commander uses his artillery in a two-fold way. He weakens the front of the enemy ; he covers the advance of his own forces.

Apply the principle to your selling.—Excellent printed matter overcomes the indifference,—weakens the natural antagonism (conscious or unconscious) held by the buyer towards the seller. And good literature makes it decidedly easier for your personal representative to get a hearing.

Wise generals insist on **perfect** artillery as the only **efficient** kind.

Wise sales managers insist on **perfectly** printed commercial literature as the only **efficient** kind.

"ACTON-PRINTED" booklets, catalogues, and business literature generally is like the crack artillery—always does what is expected of it.

Permit us to quote on your next requirement.

Acton Publishing Co., Limited

TORONTO **MONTREAL**

A Philadelphia printer ran a series of talks on letterheads and found there was such a demand for the services of a good letterhead printer that he is now devoting all his attention to this

THIS IS THE BEGINNING

40 NEW HOMES

MOOSE JAW

ADJACENT TO COUNCIL CREST

Fortune helps the man who helps himself

Reach Out!

$175

Reach out an d get your share of the profits.

McCUTCHEON BROS. Limited

98 King Street West, Toronto. Head Office, Calgary, Alta.

A real estate ad, that attracted much attention

lucrative class of business and calls himself "The Letterhead Specialist." He secures comparatively high prices yet he gets about all the work he can handle because men are willing to pay for the service.

The printer with the equipment for handling large catalogue work, should advertise the fact and be prepared to study the customers' needs and give suggestions that would make his services invaluable.

Every firm has more or less folder work to have done and the printer who has a knowledge of advertising, can write good copy and has original ideas for the design of folders, can corner this profitable work.

A printer who trained himself for this branch of work and ran advertisements talking up the service he was able to render on folder work, the increased sales resulting from the use of attractive folders and the quality of his work, could secure excellent prices for his work and all the orders he could handle.

Price has had its day as a talking point for the printer. He has to talk quality and service to secure the desirable business. Advertisements telling of the quality

An Important Thing That Men Might Learn From Women

By Clarence R Lindner

The woman is the Purchasing Agent of that well-known firm The Home

For time out of mind she has held the position, and the accumulated knowledge of centuries seems to guide her in her daily buying

She drives a good bargain, which certainly is to her credit, for our economic fabric is built on the driving of bargains

She gets more for a dollar than most men think a dollar can command.

In the pursuit of her profession—if we may call it that—she has learned to utilize advertising as an ECONOMIC INSTRUMENT

She has adopted as a STANDARD the AVERAGE OF ALL PRICES PRINTED, and, logically, she bases her theory of value upon this standard

That is why the announcement of a fluctuation BELOW the standard—in other words AN ADVERTISED BARGAIN—brings her forth to take immediate advantage of opportunity Hence her reputation as a bargain hunter—which really she is not Woman is a STICKLER FOR VALUE and bargain is a misnomer to her UNLESS VALUE GOES WITH LOW PRICE

Strangely, the men who are the best buyers in their own business are the POOREST buyers of personal necessities and luxuries

VERY FEW MEN HAVE STANDARDS OF VALUE IN CLOTHES They know what they can afford to spend, but they know little OF what they buy

Is the cloth SHODDY? Is the cut PRACTICAL as well as attractive? Is the workmanship of sewing RELIABLE?

Ask ANY man these questions about the suit he is wearing, and the chances are NINE TO ONE that HE WILL NOT KNOW

But a woman knows these things about HER clothes.

True, she has more time to STUDY them

BUT MEN CAN LEARN—and it means but a more thoughtful reading of their newspaper A minute less to the sports and a minute more to the dollars

IF MEN WILL READ ADVERTISING THEY WILL LEARN WHAT ARE STANDARDS OF VALUE. THEY WILL LEARN MUCH ABOUT STYLE AND UTILITY

THEY WILL LEARN THAT THE MERCHANT WHO ADVERTISES SELLS THEM BETTER GOODS AT CHEAPER PRICE THAN THE STORE KEEPER WHO DOES NOT ADVERTISE

And they will learn, as women have learned, to use advertisements as daily guides to purchasing.

AND THESE THINGS ARE WORTH WHILE LEARNING

Readable copy to advertise advertising

of his work and the service he is capable of giving, will land large orders that are turned away by the old familiar slogan, "Printing Done Quick and Cheap."—*Judicious Advertising.*

The Canadian Countryman

Paid Circulation on December 7th

14,322

CONSULTING precedent, publishers, manufacturers and others have told us they couldn't see how such growth was possible in so short a time.

We've broken all records—and that's precisely what we set out to do. There's nothing mysterious about it. The results attained are simply the natural consequence of issuing a magazine uniquely interesting and attractive—and of securing subscribers by means of an organization that in extent and quality of personnel, no other publisher ever dreamed of employing.

We have had a thorough appreciation of the possibilities of our field. We have produced the sort of magazine to command attention quickly. We have gone after circulation in a big way, and according to a carefully studied plan. We expected big results, and we've been getting them right along.

Right at the start, we had a record number of 29 hustlers at the fairs taking subscriptions. All over Canada, nearly, **our 16 traveling representatives have been appointing local agents** of THE CANADIAN COUNTRYMAN. These agents are enthusiastic and energetic—or they would not be appointed. They are business-getters with records—the best men are none too good to help THE CANADIAN COUNTRYMAN grow.

No other publishers ever had so large a permanent force of traveling organizers. We believe none ever had such splendid men. Five ambitious university men, three smart bank men, two experienced insurance inspectors, a former circulation manager of the *Farmers' Advocate*, and three of the most successful subscription salesmen in Canada, are among our provincial and district organizers of subscription agents.

Charge for advertising is made according to paid circulation proved by Post Office and News Company receipts.

The advertising rate is figured on a basis of ½c. a line per thousand **proven** circulation.

Our rate card was made up when our expectation was an average of 30,000 circulation for the first twelve months. On that basis we have provided a rate of 15c. a line for the advertiser who wishes a definite known limit to the sum he will spend. This rate carries with it an agreement that if our circulation does not average 25,000 for the issues used up to August 31st, 1913, a refund will be made from contract amount in proportion to shortage below 25,000. On the other hand, if the average runs over 30,000 there will be no charge in excess of 15c. a line. This allows a reasonable leeway in both directions.

Come now! Isn't this worth your serious consideration—at once? Write for sample copy and full information to

T. J. TOBIN, Advertising Manager

The Canadian Countryman Publishing Co'y, Limited

THE PLACE OF THE MAGAZINE IN THE WESTERN CANADA ADVERTISING FIELD

By Herbert Vanderhoof, Editor of "Canada Monthly"

IN these days of keen competition, when the ordinary course of a business day takes the last ounce out of the hustler, the question of who gets the market becomes one of days—often of hours. That the West is the juiciest market for Eastern Canadian manufacturers and merchants is a truism; the tariff wall to the south, the national spirit, make it so.

But it is equally almost a truism that we must look sharp if we want to keep it ours. The Yankee is a hustler who climbs walls and goes off with national spirit and an order in his pocket, if he isn't prevented. And it is just that condition of things that Eastern Canadians must combat by advertising and live wire sales organizations.

The manufacturers of Western Canada, in the aggregate, are small. The clothing, furniture, tools, food stuffs and other necessaries must be brought from the Canadian manufacturing centres—or from the United States. The shrewd Yankee is never slow to take advantage of a good selling opportunity, and the position of the West with relation to the United States is advantageous. Winnipeg, the gateway of the whole region, is 1,100 miles from the factory centres of Ontario, 1,200 from the docks at Montreal—and only 480 miles from Minneapolis and another 400 from Chicago.

In the stores of Edmonton, a special agent of the Bureau of Manufactures discovered millinery, jewelry and men's furnishings from New York, edge tools from Pittsburg and Cincinnati, fire-arms and ammunition from New England, hay presses from Chicago, ploughs from Moline and Canton, wagons from three different states, men's hats from Philadelphia and New York, shoes from Philadelphia and Brockton, shaving soap from Newark, stoves from Grand Rapids and Milwaukee, kitchen ware from Utica and New York, clocks from La Salle, Ill., household fittings and utensils from St. Louis, and men's overalls and jumpers from Detroit. The market is there, and that it pays manufacturers to ship goods as long distances as these and pay duty on them besides, is earnest of its richness.

At this season of the year, the Western market is peculiarly desirable. The wheat crop is mostly harvested, and the annual buying season is at its height. It makes little difference whether the man you want to reach owns a thousand acres or not so much as a troy ounce of Alberta Red. A good wheat crop means prosperity everywhere in the West, and the Westerner lays in everything he has been wanting for months—from a tractor to shaving soap—when his returns come in, directly or

A few reasons why

CANADA MONTHLY

should interest you

It is a magazine that goes into the homes.
It is a high-class, standard magazine appealing to well-to-do and discriminating people.
Its circulation covers the prairie provinces of Western Canada like a blanket.
It is the only magazine of its class entrenched in Western Canada.
Its territory — Western Canada — is the wealthiest per capita in Canada.
Its advertisers are clean, responsible concerns of national reputation, who have tried the magazine and found it profitable, and whose announcements are to be found in "*Canada Monthly*" from year to year.
There are many more reasons, which we will be glad to give you if you are interested. Write us.

VANDERHOOF-GUNN CO., LIMITED, Publishers
LONDON TORONTO WINNIPEG CHICAGO

NO ADVERTISING PLAN
is complete unless

Moose Jaw

is included

Moose Jaw—the Buckle on the World's Greatest Wheat Belt—the Railway Centre, the Industrial and Distributing Centre of Saskatchewan—Moose Jaw and its Tributary Country has a rich market for the manufacturer who will tell these prosperous people about his goods.

The Morning News has by far the largest circulation of any paper published between Regina and Calgary. Fully 80 per cent. of the people of Moose Jaw read the News, and it covers very thoroughly the Province of Saskatchewan, north, south and west of Moose Jaw.

"NEWS" readers are intelligent, prosperous people with money to spend for needs and for luxuries. Tell them your advertising story through the medium of their favorite newspaper. **Write for rates and sample copies.**

The NEWS PUBLISHING CO., Limited Moose Jaw Saskatchewan

indirectly, from the wheat crop, and his bank account swells.

Even under ordinary conditions, mouths must be fed, backs clothed and transportation and amusements provided. With the making of new fortunes—and every Western citizen will relate stories of such fortunes on the least provocation—the fortune-makers want to enjoy their good luck. They want special underwear and tiled roofs and automobiles and phonographs and well-tailored clothes. They demand as good a class of merchandise as the men in Chicago or St. Louis or Kansas City. The dealers have to carry good, reliable, well made lines of goods, or get out. For the Westerner has read about the better kinds of merchandise in the advertising pages of the magazine, and he knows exactly what he wants. The sales department of the modern manufacturer depends on just this kind of general publicity to bring results. Put a product before the Westerner in a good, plain, forceful way, and he will make his dealer buy it for him, which is the best kind of result for the manufacturer in Toronto or Hamilton or Montreal.

Again, in the vacation season, the Westerner travels, and the magazine shows him how to go and where to stop when he gets there. This kind of advertising it is, of course, nearly mpossible to check up, but the best hotel-keepers and the biggest transportation companies believe in its value.

Another thing. The general publicity advertiser who questions the pulling power of a magazine will find his answer in the advertising pages themselves. Does the Western magazine carry what is known as "mail order business?" Does it carry it repeatedly, that is from month to month? The advertisers who place this business are men who have made advertising a science, and you can be sure that they would not repeat

A Good "Draw"
At the end of your game or tournament, any time you feel thirsty, don't be surprised if you're "drawn" to a bottle of delightful, invigorating
Sterling Ale
Use plenty of "ice" with "Sterling" Ale—it's absolutely chill-proof.
See how "clear" it opens up. "Sterling" Ale will prove a "laying-shot" to your thirsty palate every time. At all Hotels, Clubs and Liquor Stores.
Brewed and bottled in the most sanitary and up-to-date plant in Canada by
Reinhardts' of Toronto.
Inspection Invited

A "topical" ad. that attracted much attention.

their advertisements if the results were not proven in the cash books. The reasons are obvious. The magazine with the big bulk of its circulation in Western Canada is going to men who are looking for new opportunities, from which they may reap new profits. The magazine that carries land advertising of the safe and sane order arouses their interest in a good proposition in another province, or

THE "TIMES"

One of the brightest and most newsy papers published in Canada to-day,

ADVERTISERS

will do well to use its columns, as the Daily and Semi-Weekly have a wide field,

NO WASTE CIRCULATION—GOES RIGHT INTO THE HOMES.

Write for rates,

HAMILTON "TIMES"

Our Job Printing is the best. Would like to do your work,

The Kingston Daily Standard

(ESTABLISHED 1810)

Is the most influential paper in Eastern Ontario. From a circulation of less than 1,000 about four years ago, it has leaped to its present circulation of 4,000, and it is still growing.

"THE SCOREBOARD TELLS THE TALE."

The Semi-Weekly Standard

(ESTABLISHED 1908)

Has a clean cut, live circulation of 2,000, practically all going into near-by County homes.

THE STANDARD BRINGS RESULTS.

The Standard Printing & Publishing Co., Limited
KINGSTON :: :: ONTARIO

possibly calls their attention to something overlooked only fifty or a hundred miles from home. By the time a man has taken a magazine for a year or so, and has bought, either by mail or through his dealer, satisfactory goods through advertisements in it, he is pretty apt to consider its statements reliable, and to get the habit of purchasing through it wherever possible.

Now, about the Western farmer. He buys a great share of his goods by mail. His farm machinery, his windmill, his furniture and his wife's best dress, even his blooded cattle, are unprocurable at the near-by village. The minute he becomes prosperous, he goes outside of the combination post-office, news-depot and general store of the village, because he wants a better class of goods than is carried by the leisurely store keeper.

The best method of communication between the advertiser with goods that the farmer wants, and his prospective buyer, is through the magazine medium. The country newspaper carries local advertising, for its circulation is local. The paper's circulation is small, and it's life is only for a day. That of the magazine is a month—often much more—and in the course of its existence it has a dozen readers where the newspaper has one. An experienced advertising man in Toronto said the other day: "It takes a hundred local papers to equal the results produced by one good national magazine circulating among agricultural communities."

Then, too, a magazine has standing. It is carefully edited, both in the reading and the advertising columns. It is attractive. Advertising in it is read as carefully as the editorial matter. And, by virtue of the class of business it carries, it can offer the farmer exactly what he wants—and exactly what the village store very often can't give him. For the village store is limited.

One woman I knew walked seven miles to the vilage store. She wanted a spool of eighty thread, some white pearl buttons of small size, and a toothbrush. She tried the thread first.

"No, marm," said the storekeeper. "I could give ye some black linen, mebbe."

"Well, have you any white pearl buttons?"

"Ain't got nawthin' but some trouser-buttons, marm," with a shade of annoyance at such unreasonable requests.

"Nor a toothbrush?" she said, her heart sinking. The patriarch have her a withering look.

"No, woman," he said firmly. "We keep only the necessities o' life here."

The day has passed when the farmer bought nothing but overalls and bacon and fencing wire. He has made money on the rich soil of Western Canada. He wants luxuries—or at least to live like a white man. The magazine tells him how. Does he want a furnace? He finds two or three kinds advertised in the magazine, each with some special advantage, and perhaps writes for a booklet telling

Largest Morning Circulation in Vancouver
(Over 21,000)

The Sun
VANCOUVER, B.C.

BURRARD PUBLISHING CO., LIMITED
Publishers THE SUN.

PARIS

Paris, Canada, is the best town in the Dominion to live in, the best town to advertise in and the Review is its best read paper. Keyed advertisements will prove results and make business for both of us

Our charge for space is what the space is worth—no more, no less.

A Live Paper in a Live Town

You can talk with conviction to the prosperous and intelligent readers of Brockville by using the colums of

THE RECORDER

Read by 2,200 subscribers daily.

Ask us for sample copy and rates.

Recorder Printing Company, Limited
BROCKVILLE, ONT.

about each of them, with a list of agencies in Canadian cities. The next time he goes to Saskatoon or Brandon, he drops in at the dealer's to look them over. Does he want good-looking clothes, so that on his trip to Winnipeg or Calgary the business man with whom he deals won't scan him for hayseed in his hair? He finds ready-to-wear clothing advertised in the magazine, with the name of a dealer in his nearest city at the bottom of the advertisement—or he can send his measures to a tailor in Toronto or London and get back a smart suit, fit guaranteed, that will match up with anything on Portage Avenue. Does his boy want a shot-gun, or a canvas canoe, or a correct tie to wear to the winter dances at the school-house? He has read of them in magazine pages, and knows what he wants.

As for Mrs. Farmer, she can find almost all her needs and desires advertised in any up-to-date magazine, from a scouring soap that will polish her milk-pans to a hygienic mattress for her spare room; or from face creams to modish fall suits. The farmer's wife has graduated from the wrapper and washerwoman's knot stage into an up-to-date woman who reads the new books and knows what she wants and gets it. Not that she's forgotten her housewifely ways. She probably keeps books on her butter and egg money as compared to the cost of running the house, and shows a profit at the end of the year.

The Western Canadian farmer this year has raised a $200,000,000 wheat crop—not counting the oats, barley, flax, etc. That means that there is more than $200,000,000 in real money in the West, waiting to be spent. The farmer hasn't it all—the proceeds of the grain crop line all of Western Canada's pockets, in both town and country. But it is there. And it is to the man with that money that the

REMINGTON
UMC
NITRO CLUB
Steel Lined
SHOT SHELLS
The Remington Cubs making their bag.
Cut down the lead—Cut down the guesswork.
Shoot the speed shells and watch your field and trap average climb.
The steel lining gives the speed—grips the powder charge with just that compression needed to put all the drive of the explosion behind your load.
And with Expert Factory Loading, you're sure of the same speed — a uniform spread of pattern in each and every shell.
Shoot Arrow and Nitro Club steel lined Expert Factory Loaded Shells for speed plus pattern in any make of Shotgun.
Remington Arms-Union Metallic Cartridge Co.
299 Broadway
New York City

"Teddy" The name seems familiar—but is it good advertising?

advertiser appeals. The superior lasting quality of the magazine, the first-class goods presented in its advertising columns by national advertisers to subscribers who want just such wares, and the faith placed in the reliability of the products advertised in the publication, are all factors that place it in the front rank as a means of reaching this Western market.

WESTERN CANADA

is the field of the

MANITOBA FREE PRESS

and it's your field whenever you

OPEN THE GATE

Extract from speech before American Hardware Manufacturers' Association at Atlantic City, N.J., by Hon. J. E. Jones, Counsel General of the United States at Winnipeg:—

"Western Canada in many respects offers to-day the best opportunities for the sale of American made goods of any country in the world. ¶ There are reasons for this. First of all, it is a neighboring market; you are dealing with an English speaking race; no specialization is necessary, the goods you manufacture are the goods that Western Canada wants; the market is a growing one, rapidly developing and wealthy, not only in the sense of its future possibilities but in the fact that it is financially able to pay for what it wants. You have facilities for transportation both by rail and water and added to this you have a positive preference in Western Canada for American made goods."

¶ Whatever preference, if any, Western Canadians display for United States made products, advertising has been largely instrumental in creating it.

The Eastern Canadian Manufacturer

should employ the same effective instrument to counteract this influence and to extend his business in this growing field. The advertising agencies of Canada can give you full information concerning the help a big paper like the Winnipeg Free Press will give you; they will prepare your copy, map out your campaign, and submit estimates of cost.

EDGAR J. GUY, Eastern Representative, 61 Canada Life Building, Toronto, Ontario.

CUTS AND HOW TO BUY THEM

By Ed. B. Curzon—Superintendent Engraving Department, "Toronto Star"

NO. 3.—CHOICE OF SCREEN AS TO EFFECTIVE PRINTING

EXAMINE a half-tone under a powerful magnifying glass, and you will observe the "screen" effect that is responsible for its production. A "screen" is ruled to meet the requirements for producing all kinds of half-tones, and they vary from 25 to 400 lines to the square inch, the former being for the purpose of large poster work, etc., while the latter is sometimes, or seldom used for the production of the highest class of printing, but owing to the extreme difficulty in this matter alone, it is very rarely used commercially.

The popular "screen" rulings most in demand for ordinary everyday printing are usually from 100 to 175 lines. For the purpose of newspaper printing, 55 or 60 line is most in demand, this screen being more suitable for the quality of paper used in that work.

The choice of "screen" effect is, as a rule, governed by the class of paper upon which the half-tone is to be printed, the finer the screen the better the paper.

In the case of good copy for reproduction on high class paper, it is perhaps as well to utilize as fine a "screen" as possible, if only for the purpose of retaining the detail, and this is more marked when a "screen" of this kind is brought into use. All the same, however, it is not advisable to go beyond the 175 line, because it would require very delicate treatment to get anything at all satisfactory.

The most practical "screen" to use for catalogue work and the like, is reckoned to be the 133 line, this being sufficiently fine to give a very good result on the average paper used. It retains good detail, while the middle tones and shadows are shown to the best advantage. If, however, the paper to be used is of a rather light coating, and the "web" is in any way pronounced, a 120 or even a 100 line would be the most advantageous "screen" to bring into use.

Certainly screens running around this latter size always print cleaner, and have that "snap" that is so essential to "quality" work. As an example of screen effect, take a catalogue that has been produced by a large departmental store. Owing to the enormous stock carried by some of these people, it necessitates the submittance of a volume of huge proportions, and in order to condense it as much as possible, a very light calendered paper is brought into use, which is admirably adapted for 100, or not more than 120 line "screen." The effect is always more or less good, therefore it must be accepted this treatment is practical, and that is the goal to be reached in the efforts for high class photo reproduction.

In color work, the "screen" is

Western Canada's Best Weekly

VANCOUVER -:- B.C.

Circulation Over 18,000

FORD-McCONNELL, Publishers, VANCOUVER, B.C.

Don'ts for Business Men

DON'T imagine that English is understood or spoken in every part of Canada.

DON'T send a traveller who cannot speak the language of the people.

DON'T expect him to know all the languages spoken.

DON'T kick when such a drummer fails to secure orders.

DON'T let your competitor corral a profitable business field at your very door.

DON'T imagine for a moment that you cannot reach all the people.

DON'T let well enough alone—Advertise in

NORTHWEST REVIEW *English* WEST CANADA *German* GAZETA KATOLICKA *Polish*

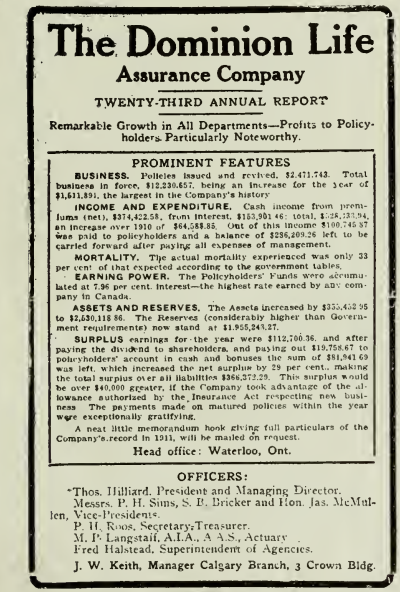
CANADIAN RUTHENIAN *Ruthenian* L'AMI DU FOYER *French*

The Most Cosmopolitan Publishing House in the World

West Canada Publishing Co., Limited

WINNIPEG - - - CANADA

something that must be watched to a very fine degree, it sometimes happening that a "pattern" is noticed when completed. This is



The Dominion Life

Assurance Company

TWENTY-THIRD ANNUAL REPORT

Remarkable Growth in All Departments—Profits to Policyholders Particularly Noteworthy.

PROMINENT FEATURES

BUSINESS. Policies issued and revived, $2,471,743. Total business in force, $12,230,657, being an increase for the year of $1,611,891, the largest in the Company's history

INCOME AND EXPENDITURE. Cash income from premiums (net), $374,422.58, from interest, $163,901 46; total, $538,324.04, an increase over 1910 of $64,588.85. Out of this income $100,745.87 was paid to policyholders and a balance of $286,209.26 left to be carried forward after paying all expenses of management.

MORTALITY. The actual mortality experienced was only 33 per cent of that expected according to the government tables.

EARNING POWER. The Policyholders' Funds were accumulated at 7.86 per cent. interest—the highest rate earned by any company in Canada.

ASSETS AND RESERVES. The Assets increased by $355,452 95 to $2,630,118 86. The Reserves (considerably higher than Government requirements) now stand at $1,955,247.27.

SURPLUS earnings for the year were $112,700.36, and after paying the dividend to shareholders, and paying out $19,758.67 to policyholders' account in cash and bonuses the sum of $81,941 69 was left, which increased the net surplus by 29 per cent., making the total surplus over all liabilities $368,372.29. This surplus would be over $40,000 greater, if the Company took advantage of the allowance authorized by the Insurance Act respecting new business. The payments made on matured policies within the year were exceptionally gratifying.

A neat little memorandum book giving full particulars of the Company's record in 1911, will be mailed on request.

Head office: Waterloo, Ont.

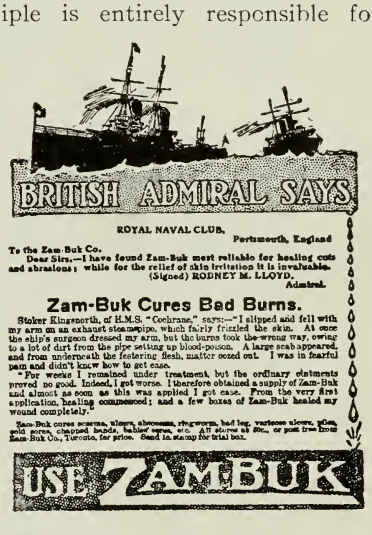
OFFICERS:

*Thos. Hilliard, President and Managing Director.
Messrs. P. H. Sims, S. B. Bricker and Hon. Jas. McMullen, Vice-Presidents.
P. H. Roos, Secretary-Treasurer.
M. P. Langstaff, A.I.A., A.S., Actuary
Fred Halstead, Superintendent of Agencies.
J. W. Keith, Manager Calgary Branch, 3 Crown Bldg.

Not a single feature that would sell insurance.

brought about by the "screen" on two of the plates running at the same angle, whereas each should be 30 degrees, or thereabouts, from the other, although in four color work the red and blue plate can be set at the same angle without any ill effects in the printing. This, however, is a matter for the engraver, and so long as a proof does not bear these ear marks, the cut buyer need not worry, but if a "pattern" is at all noticeable, it is time to kick, as it is a fault in the production and should not be allowed to exist.

A "screen" may be described as consisting of two pieces of specially prepared glass, each of about one-eighth inch in thickness, highly polished and of perfect clearness. Diagonal lines run across the surface of each, which constitutes the ruling. The two are finally cemented together face to face, with the result that the lines cross each other at right angles, and bring about the necessary effect desired for the formation of the "dot." When in use the "screen" is placed between the lens of the camera and the sensitized plate, and by these means its effect is transferred to the negative simultaneously with the image or copy to be used. This "screen" principle is entirely responsible for



BRITISH ADMIRAL SAYS

ROYAL NAVAL CLUB,
Portsmouth, England

To the Zam-Buk Co.

Dear Sirs,—I have found Zam-Buk most reliable for healing cuts and abrasions; while for the relief of skin irritation it is invaluable.
(Signed) RODNEY M. LLOYD,
Admiral.

Zam-Buk Cures Bad Burns.

Stoker Kingsnorth, of H.M.S. "Cochrane," says:—"I slipped and fell with my arm on an exhaust steampipe, which fairly frizzled the skin. At once the ship's surgeon dressed my arm, but the burns took the wrong way, owing to a lot of dirt from the pipe setting up blood-poison. A large scab appeared, and from underneath the festering flesh, matter oozed out. I was in fearful pain and didn't know how to get ease.

"For weeks I remained under treatment, but the ordinary ointments proved no good. Indeed, I got worse. I therefore obtained a supply of Zam-Buk and almost as soon as this was applied I got ease. From the very first application, healing commenced; and a few boxes of Zam-Buk healed my wound completely."

Zam-Buk cures eczema, ulcers, abscesses, ringworm, bad leg, varicose ulcers, piles, cold sores, chapped hands, babies' sores, etc. All stores at 50c., or post free from Zam-Buk Co., Toronto, for price. Send 1c. stamp for trial box.

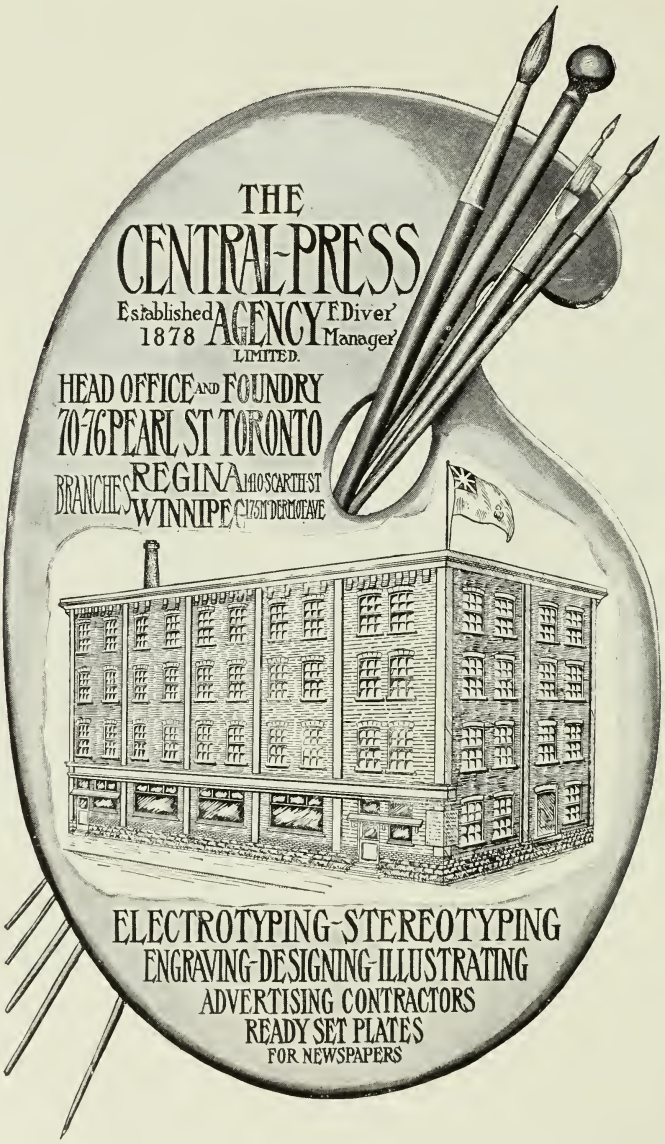
USE ZAM-BUK

The German invasion is "not yet." The navy appeal catches the eye.

half-tone work, and has made it possible for commercial use.

* * *

To earn more, learn more.


THE
CENTRAL-PRESS
Established 1878
AGENCY
F. Diver, Manager
LIMITED.
HEAD OFFICE AND FOUNDRY
70-76 PEARL ST TORONTO
BRANCHES REGINA 1410 SCARTH ST
WINNIPEG 173 ST DENIS AVE
ELECTROTYPING-STEREOTYPING
ENGRAVING-DESIGNING-ILLUSTRATING
ADVERTISING CONTRACTORS
READY SET PLATES
FOR NEWSPAPERS

WHAT'S DOING AT THE AD. CLUBS

HAMILTON

Two rattling good meetings were held during November by The Hamilton Ad. Club.

On Tuesday, November 12th, 1912, about 35 sat down to luncheon at the Royal Hotel and afterwards heard Mr. Thornton Purkis of The J. J. Gibbons, Limited, of Toronto, talk on "The Element of Human Interest in Advertising and Selling." At the close of the address a large number of the members indulged in a round table talk at which Mr. Purkis took a lively interest, answering many questions put to him. The evening was thoroughly enjoyed and Mr. Purkis demonstrated clearly his ability to handle the subject chosen by him.

The largest turn-out in the existence of the Club greeted Mr. Truman A. DeWeese, the Director of Publicity of The Shredded Wheat Company of Niagara Falls, on Tuesday, November 19th, when, after the luncheon at the Waldorf Hotel he talked to the members on "The Line of Appeal."

During the month the executive appointed a live membership committee, and an increase in membership is looked for before the New Year.

The Board of Trade of Hamilton, anxious to increase its membership, and recognizing the ability of the members of the Hamilton Ad. Club, have undertaken a membership campaign by a series of follow-up letters prepared by Hamilton Ad. Club members. This campaign is being conducted at the time of writing and great interest is being taken to see what results are secured.

* * *

OTTAWA

Owing to the fact that so large a number of members are interested in retail business, and in view of the near approach of the Christmas season, it has been decided to hold no further meetings till after the New Year.

A splendid programme has been laid out for future meetings, and Wm. Findlay, the energetic chairman of the Educational Committee, reports that the following speakers have been booked to talk on a wide variety of subjects--Messrs. Brownhill (A. E. Rea & Co., Limited), Pellatt (L. N. Ponlin, Limited), F. W. Crabbe (*Citizen*), R. F. Parkinson (*Journal*), J. J. Allen (Allen & Cochrane), A. J. Frieman, J. B. Lyon, F. Kuhn, E. B. Eddy and W. Findlay (*Free Press*).

The Ottawa Club is evidently taking the educational side of its activities in a very serious manner. Reports will appear in due course in these columns.

* * *

TORONTO

"What the Buyer Wants to Know" was the subject of the weekly talk on November 5th when Roy Forsyth, of the Manufacturers' Life Insurance Company, held the floor.

QUALITY COUNTS

The best is the cheapest and

The St. Thomas Times

(Daily & Weekly) is the best. Circulates in the majority of the homes of St. Thomas and Elgin County's prosperous residents. Sworn statement of circulation. The Times' field is one of the best for business and **The Times** covers it thoroughly.

ADVERTISE IN

The St. Thomas Times

ADVERTISING THAT PAYS

For the city of Stratford and the County of Perth the

Stratford Herald and Perth County Herald

are the best advertising mediums. Plant your seed in the form of an ad. in **The Herald** and you will reap the harvest of substantial increase in your business.

ADVERTISE IN

The Stratford Herald

Published Weekly

The Catholic Record

London - Ontario

Subscription $1.50

The Catholic Record has a Sworn Circulation of 27,400 going into the best Catholic homes in every province in the Dominion. The Catholic Record circulation reference booklet tells just where these 27,400 copies go, province by province, postoffice by postoffice. The circulation by provinces totals thus :—

Ontario	12,745	N. W. Provinces	3,278
Nova Scoti	3,360	P. E. I.	2,055
Newfoundland and		New Brunswick	1,575
United States	3,337	Quebec	1,025

Wouldn't a circulation of this high class, distributed in this way—sworn to and guaranteed suit your proposition ?

Write for Circulation Reference Booklet and Rates

Thomas Coffey, - Proprietor and Publisher

Considerable emphasis was laid on the necessity of obtaining, in every case, a sworn statement of circulation, and those publishers who would not allow their own managers to know what the circulation

The Pleasant Highway to Health.
"Wincarnis" is the pleasant highway that leads you straight to good health.
WINCARNIS
WINCARNIS
Wincarnis

This firm should put more Canadian "atmosphere" in their ads.

of their paper was, were heartily condemned and slated as having no right to sell advertising.

Mr. Forsyth considered that there should be some standard unit cost per line per 1,000 circulation for each class of medium, and did not consider that reading matter ads. should be charged for in excess of display advertising

The paper produced an animated discussion, the opinion being freely expressed that it was impracticable for the big metropolitan daily to guarantee the bona fide nature of their advertising.

John M. Imrie of the Canadian Press Association, in a few felicitous remarks detailed the success which had attended the campaign to advertise advertising throughout Canada.

The natural relationship of salesmanship and advertising, coupled with the popularity of the speaker, brought out a goodly muster on November 12th to hear Geo. M. Bertram, of *Canadian Farm*, talk on "Some Facts and Deductions on Salesmanship."

The business of selling was a battle of brains, and the various methods of warfare—the assault, the siege, the turning movement and scouting duty were skilfully used as similes by the speaker in discussing the many ways of approaching a prospect.

Resourcefulness was the salesman's greatest asset, and the victory not infrequently went to the man with the aptitude for finding a new point when old arguments had failed.

The various points made were well illustrated by striking personal experiences.

Young salesmen were advised to be themselves—to be natural——to refrain from putting on special clothes for selling—and not to attempt to ape the actions and mannerisms of other salesmen.

Simple direct methods were best, and the developing of character in the salesman and quality in the goods was the surest guarantee of success.

A lively discussion followed.

* * *

Harry V. Hollinsworth, of the Robert Simpson Co., spoke most entertainingly on Store Window Advertising on November 19th before a good attendance. As we

ALWAYS

when you want to do business with the largest possible number of wide-awake farmers, you should use the advertising columns of

The Farmer's Advocate and Home Magazine

(Established 1866 Circulation, Sworn 32,892)

This publication, now in its 47th year, has been going regularly into the homes of many thousand families for the second and even the third generation, and results from advertising in it prove that our readers are well able to pay for their requirements; the vast majority own their farms and are therefore the best class to do business with,

A sample copy and rate card will be promptly sent upon receipt of your request. Write

The William Weld Company, Limited

LONDON, -:- -:- CANADA

The Cobalt Daily Nugget

Average Daily Circulation 4,011 Guaranteed

Only daily paper published in Northern Ontario.

Government development, corporation development and mining camp payrolls aggregate an expenditure of

$8,990,000 annually

Are you getting a portion of this trade?

ADVERTISING RATES ON APPLICATION

THE COBALT DAILY NUGGET

LIMITED

Cobalt -:- -:- -:- Ontario

are planning to reproduce his talk in a future issue, we refrain from further comment here.

* * *

D. O. McKinnon of the Commercial Press, at the weekly luncheon on November 26th, spoke very definitely on the necessity of price emphasis in advertising.

The speaker advanced three reasons why more attention should be paid to the question of prices—1st, the enormous successes made by retailers by constant emphasis on price advantage. 2nd, apart from speculative ventures the great fortunes of the world have been made by price cutting. 3rd, the high cost of living adds to the necessity of emphasizing price in all selling campaigns, and therefore in all advertising.

A number of other instances in support of his contentions were put forward by Mr. McKinnon, whose talk gave rise to considerable discussion.

* * *

WELLAND

Thornton Purkis, of the Gibbons Agency, Toronto, was the speaker at the first regular meeting of the above club on November 14th, and he gave a very interesting talk on the element of human interest in retail advertising.

Mr. Purkis covered a wide field in his attempt to show the importance of the human element if profitable pulling copy was to be written, and backed his arguments with a large number of personal experiences and other illustrations.

His versatility and earnestness created a favorable impression on the large body of members and others interested in advertising who were present.

Further forceful addresses are promised for forthcoming monthly meetings, and an active canvass for more members is in progress.

WHAT THE RIGHT HOUSE ORGAN WILL DO

By H. J. Marks, Copy Specialist of The Ethridge Co., in "The Ethridge Pace."

THE right sort of house organ, properly planned and produced, is the "best bet" in auxiliary advertising at the car builder's command. Completely carried out, it is the balance wheel of the whole organization. It is successively a creator of cumulative buyer influence, a maintainer of desirable dealer relations; a disseminator of exclusive press news without the blue pencil; a fosterer of enthusiastic co-operation in the offices and shops.

Any single form of advertising effort, producing such much-wanted widespread results, would well be worth a comparatively extravagant figure. Yet the deeper you go into this house organ question, the more are you amazed at the extreme economy of its effective effort.

It is essentially a medium of cumulative effect, combining the

NOT A ONE PAPER TOWN

But near it—very near it.

The Net Sworn Circulation of

The Hamilton Spectator

For November was 25,012 Copies each issue

Out of 16,700 houses on the City Assessment Rolls THE SPECTATOR visits 14,700 each night. The balance reaches the homes in the thickly-populated suburbs and towns and villages close by.

The Spectator Printing Co., Limited
Hamilton, Ont.

TO-DAY:—
Enlightened Advertisers Use
The Toronto Daily News

WISE advertisers know that mere quantity of circulation is not sufficient—suitability of circulation is a much more important consideration.

50,000 circulation in THE NEWS will bring more results than double that amount in another paper that doesn't have the proper essentials of prestige, reliability, service to the advertiser, and, above all, suitable readers.

Here's a strictly home paper that carries your message daily to over 50,000 of the best buying class in Canada.

SO USE THE NEWS

Results come Quickly

persistency of the follow-up form letter with the cordial welcome of the standard magazine. Few form letters get a profitable reading, because it's difficult to make one lengthy enough to really "say something" yet brief enough to be attractively set up. On the contrary, a house organ—no matter how long—when interestingly written, attractively illustrated and properly printed, is received and read with pleasure and its last page reached with regret. A really good house organ gets to be a "reading habit" with every prospect it reaches.

Then again, your live dealers are never adverse to seeing themselves mentioned in print. No more pleasing compliment can be paid to the desirable dealer than a write-up of himself and his business in the house organ of the company he represents.

One of the chief assets of the house organ, however, is its value as a distributir of "news." Its pages are your press agent's Paradise—where the blue pencil entereth not. Makers have learned that the florid "stunt" which reads so flashily on flimsy, takes on a commonplace reminiscent air when it gets the editorial "third degree." Especially, when your "latest arrival" or "marvellous record" disputes the page with a half dozen notes of precisely the same character and disguise.

Such hashed-over stuff palls on the prospect, and he soon learns to discount the newspaper "puff."

In the pages of your house organ your news notes and human interest stories have no competition to fear. You alone have the "power of the blue pencil"; and no eagle-eyed editor can thoughtfully abbreviate the child of your fancy or carefully amputate its cleverly-conceived sales-producing "sting."

When it comes to building up that spirit of loyalty and enthusiasm, best described as the "esprit de corps," the house organ has nothing to fear from the substitution evil. There's nothing can take its place among the "boys." I've seen hundreds of young men from the offices and shops good-naturedly jostling and crowding in a line rods long for the privilege of waiting ten or fifteen minutes after quitting time to get a copy of the firm's magazine. Now, isn't it logical to believe that the men who take such deep-rooted interest in the details of the business are bound to do better work?

The house organ should be written by an advertising man with a thorough understanding of the principles of attention, interest and desire.

Then—and then only, when he has absorbed the spirit of the business—will he talk to prospective buyers and dealers as these prospects want to be addressed.

This type of man will go to his house organ in the spirit of a labour of love. He will plan it with precision; pen it with power; produce it with perfection; and issue it frequently, regularly and on the dot.—*Advertising and Selling.*

THIS magazine has no peer in point of literary excellence and get up, and the fact that our largest advertisers stay with us year after year is proof positive that advertising in THE CANADIAN MAGAZINE does pay.

Ask any reputable agency or write us direct for rates.

SAMPLE COPY MAILED ON REQUEST.

The Ontario Publishing Co.
Limited
15 Wellington St. East
Toronto

The Saskatoon Phoenix

THE EVENING NEWS

Combined Circulation

12,000

THEY cover central Saskatchewan and together keep the Saskatoon reading public right up to the minute with the news.

1912 has been a great year in Saskatchewan. The harvest has put thousands of farmers and new settlers on their feet.

Saskatoon has had a great year's development. The building permits for 11 months, were seventh in the list for all Canada.

There is business to be had in the area covered by The Saskatoon Phoenix and The Evening News but that business is for the man who goes after it in the right way.

RECENT ADS.—GOOD AND OTHERWISE

By The Captious Critic

VERY few concerns in Canada are more consistent and forceful advertisers than the numerous flour milling establishments, and the Western Canada Flour Mills Company, one of whose ads. is reproduced, always produce striking and readable copy.

"More bread and better bread" is an excellent slogan, and the point

Your Reward
For using PURITY FLOUR
will be found in light, flaky pie-crusts, delicious delicate cakes, sweet snow-white, wholesome bread, and cookies beyond compare.
The quality and strength of PURITY FLOUR permit you to add more water than other flours can stand, meaning that you get more loaves from PURITY FLOUR than from an equal amount of any other flour milled.
Dealers pay more for PURITY FLOUR than for other kinds. The fact that the better class dealers are willing to sacrifice a part of their profits in order to sell you PURITY FLOUR, is strong evidence of their belief in its being the best flour on the market. Get a 7 lb. sack and try it yourself.
PURITY FLOUR
More Bread and Better Bread
PURITY FLOUR
157

brought out that more water can be used with "Purity" than with other brands should carry weight with the economical housewife.

The illustration is strong and certainly does not lack in variety, and the emphasis laid on the fact that good dealers are willing to pay more for this flour and forego some of their profit is a novel way of hammering home the quality end of the argument.

We have been favoured with proofs of a series of ads. that have been running in the Toronto *Star* and the Cleveland *News and Leader* to advertise advertising, and both sets of ads. have much to commend them.

As a Matter of Self-Protection

You should always read the advertisements in THE STAR. THE STAR'S advertisers know that the confidence of the buyer is the most important adjunct to their success, and that their best interests are dependent upon the use of strictly honest methods.

Advertising is the customer's insurance—it is an obvious pledge of faith by the advertiser.

Advertising has made possible bigger, better, and more convenient stores; it has established a stronger bond of confidence between the customer and the merchant; it has done a great deal to make shopping easier, more pleasant, and most economical.

THE STAR'S advertisements direct you to the most reliable stores, the most reliable merchandise, the best values, and the most satisfactory store service. Read THE STAR'S advertisements closely and constantly as a matter of self-protection.

(Copyrighted, 1912, by J. P. Fallon.)

The range of subjects covered is a wide one, with one line of

"NO, BUT WE HAVE SOMETHING JUST AS GOOD"

By Clarence R. Lindner

You re rather a young man to be left in charge of a drug shop said the old gentleman Have you any diploma?

Why, er er no, sir replied the clerk but we have a preparation of our own that is just as good

THAT SOMETHING JUST AS GOOD is ONE OF THE BUGBEARS OF COMMERCE

It is a common method of fooling any old thing on the customer who asks for a PARTICULAR article—and it is in nine cases out of ten, a thoroughly reprehensible practice

Usually this something just as good is offered as a substitute for an ADVERTISED article In that way the storekeeper who substitutes turns the OTHER FELLOW S expenditure of money to his own account

It may be, of course, that this something just as good IS what the substitutor claims it to be—but usually it is NOT—or the substitutor would come out into the open and ADVERTISE it, thus creating a LEGITIMATE DEMAND FOR HIS PRODUCT, on the article s OWN MERIT

When the substitutor offers you something just as good he goes on the theory, usually, that this is the first time you have asked for the OTHER article—and that in such circumstance you have no means of knowing whether the substitute IS "as good"

Now if HIS product is NOT equal in quality to the article you asked for, he has killed your faith in an advertised commodity—which is an economic crime, for he organizes a beneficial force of the utmost importance to YOU

DON T ACCEPT SUBSTITUTES

YOU ARE TAKING A CHANCE WHEN YOU DO—

If you call for a brand which you see ADVERTISED IN THIS NEWSPAPER, and the tradesman offers you something "just as good, DON T TAKE THE SUBSTITUTE—GO TO THE STORE THAT KEEPS WHAT OUR ADVERTISERS ARE SPENDING MONEY TO ESTABLISH YOUR FAITH IN

thought running through all the ads., namely, that it pays to buy advertised goods.

The arguments in nearly every case are well conceived and brought

5 p. m. City

THE CALGARY DAILY HERALD

5 p. m. City

THIRTIETH YEAR. No. 225. CALGARY, ALBERTA, TUESDAY, OCTOBER 29, 1912. 24 PAGES.

CODERRE ENTERS CABINET--BAD BLIZZARD IN MANITOBA--IMPORTANT JUDGMENT RENDERED

TURKS BEATEN ON ALL SIDES BY THE ALLIES

FRIEND OF UNIVERSITY

FIRST SCHOLARSHIP GIVEN TO UNIVERSITY BY H. W. RILEY, M.P.P.

ROUGH LUMBER WILL COME IN FREE OF DUTY

EAST CALGARY TO HAVE HANDSOME NEW CHURCH

WILLIAM DAVIS IS RELEASED BY THE COURT

Tremendous Receipts of Grain at Winnipeg

LOUIS CODERRE SWORN IN AS SECRETARY OF STATE BY GOVERNOR GENERAL TODAY

MANITOBA IN GRIP OF BAD BLIZZARD, FIRST OF SEASON

IMPORTANT MATTERS FOR BOARD OF TRADE

DIRECTORS OF U. F. A. ARE MEETING IN CITY

TURNER PLANS FOR CONCRETE BRIDGES ARE MOST FAVORED

CANADIAN RACING ASSOCIATION WILL SOON BE FORMED

SANITARY DEPARTMENT MUST HAVE BYLAWS TO STOP OVERCROWDING

PATHETIC STORY TOLD BY A COLORED WOMAN

NO RECOMMENDATION ON CITY ENGINEER

MANUFACTURERS MAY MEET HERE IN 1914

B. C. FRUIT WILL BE SHOWN AT NEW YORK

READ TOMORROW'S FABLE

Alberta's Leading Daily

Circulation in excess of 18,000 copies—Sworn to.

Write for rates and circulation statement.

THE HERALD PUBLISHING COMPANY, LIMITED
CALGARY, CANADA

Edgar J. Guy, Eastern Representative, 61 Canada Life Bldg., King St, W., Toronto

CLASSIFICATION and order mean, in the first place, definiteness of function. Everybody knows exactly what he has to do and how he has to do it: there is definite organization. Definiteness of operation follows as a consequence. Everything is done at the time it should be done, in the proper order and according to its proper relation to other things.—*System.*

out, and we understand that both series of ads. have proven very remunerative in an accession of business to the papers concerned and to their advertisers.

The Advertising Advertising Committee of the Toronto Ad. Club have a further series in course of preparation along somewhat different lines to the former set, and their advent will be looked forward to with interest.

* * *

"Meerschaum" I know is a good smoking tobacco, but it is difficult to realise that the large ad. reproduced is effective tobacco advertising.

To my mind far too much space is given to the illustration, excellent though the drawing is, and the immigrant's remarks on the quality of "Meerschaum" are not couched in the language used by

far the greater number of Canadians.

The idea of using the walls of the elevators to paint signs of this particular product has the element of novelty, but surely a little reason-why copy as to the quality of this smoke would have carried more weight.

This is another instance of the picture that has but little relation to the ad. predominating everything else, and the ad. cannot be described as a really successful effort.

* * *

The Garden Clothing Company, of Calgary, forward a number of their recent ads. for criticism, and one of them is reproduced.

The space occupied averages about 400 lines, and the goods featured in every case are high-class, well advertised articles.

Care has been taken not to overcrowd the text with a surplus

of reading matter, and sufficient emphasis has been given to prices, but we think the arrangement leaves something to be desired.

There is too much of the panel effect in some of the ads., which tends to divide up the various articles unnecessarily, though the distinctive border holds them together, and would serve as an

ROSALIND OF OLD BASING

Champion dairy cow of the British Empire, makes her home at Red Deer, Alta.

THE HOMESTEAD

with its 13,000 paid-in-advance circulation, covers the northern and central sections of Alberta, Saskatchewan and B.C., as does no other farm paper.

Get Circulation Statement and Rates

Now is the time to advertise incubators and poultry supplies, dairy machinery, tractors, seeds —in fact, everything the farmer and his family needs. We have the territory that buys. Our farmers will be making money and paying cash when the boom has subsided and other sections are lifting mortgages.

Money Talks

Wake it up, and tell it your story through the columns of

THE HOMESTEAD
Edmonton
Alberta

A SWORN STATEMENT OF CIRCULATION

Our latest sworn statement has just been put into leaflet form. It shows a circulation exceeding

27,000

The **Canadian Courier** is, in name and in fact, a truly National Weekly, distributed evenly over all the provinces of the Dominion from coast to coast, and, we believe, reflects true Canadian opinion more nearly than any other paper.

A copy of our sworn statement is at your disposal. A request from you will bring it to you by first mail.

THE CANADIAN COURIER
TORONTO

eye-catcher on a page of plain rule ads.

The reading matter is concise and well written, but phrases such as "We would like to have the privilege" — "We invite you to inspect" are not so good as "Step into the store the first time you are passing"—"It isn't necessary to bring an expert along, etc."

But, taken on the whole, these are good specimens of clothes advertising, and no doubt pulled trade.

* * *

On more than one occasion I have had the pleasure of commenting favourably on the excellent ads. gotten out by the Office Specialty Manufacturing Company, and nothing but good

The Executive and His "Silent Partner"
¶ The Executive undoubtedly must have a generous supply of business brains. But there is a limit to the amount of knowledge of his business which he can carry in his head. He must have facts and figures which show the progress of each department of the business and they must be recorded and classified so that they can be referred to in a moment.
¶ A modern Sectional Filing and Record-Keeping System offers the best solution to this problem for the busy Executive
¶ They must be essential to every business because there are thousands of Office Specialty "Silent Partners" in use to-day
¶ You may question us by phone or mail, or perhaps you would like to talk it over with one of our representatives. We will call on request
223 McDermot Ave.
WINNIPEG
OFFICE SPECIALTY MFG. CO

can be said of the one reproduced.

The illustration is clean cut and shows at a glance the convenience and labour-saving qualities of the office furniture manufactured by this firm, while the simple rule border is in keeping with the dignity of the ad.

The text of the ad. is concise and well-arranged, the reference to the limit of human capability being very timely in an ad. of this description.

This is another case where the illustration is not over-burdensome—on the contrary it just "fills the bill."

* * *

The striking design of the "Old Bleach" linen ad., culled from an English paper, catches the eye at once, though the fault could easily be found that there is too much "design."

However, as we read, we find that the great superiority of "Old Bleach" over every other kind of

The Sun Bleaches "Old Bleach"
Sun Bleaching
is a most picturesque stage in the production of
"Old Bleach" Linens
and the "Old Bleach" Co. is the only firm so faithfully carry out "The Old Process."
Other Linens may see the Sun for a day or two, but "Old Bleach" spend at least three months undergoing the slow natural process of Sun Bleaching.
The beauty, softness and silkiness of "Old Bleach" is evident in every piece of "Old Bleach" Needlework Linens (made in any weight or texture and up to any width), as "Old Bleach" Sheets Pillow Slips, Aprons, Diapers, Hucks, Toweling, Art Towels and Table Cloths.
The beautiful "Old Bleach" Booklet, giving useful hints on the care and handling of Linen, and telling how and where to buy it, will be sent free to every lady. A copy will be sent free on application to
The "Old Bleach" Linen Co., Ltd.,
Randalstown, Ireland
The above picture shows Linen Bleaching on the Grass at the "OLD BLEACH" LINEN CO. FACTORY, RANDALSTOWN, IRELAND.

linen lies in the fact that it is "sun-bleached," and the inference is that the chemical processes used by other firms produce an inferior article.

We are not *au fait* with the

The
Evening Journal
of St. Catharines

GROWING

Daily Average Circulation for 1911, Guaranteed

2,809

¶ Covers entire Niagara Peninsula, one of the richest districts in Canada.

It Brings Results

IMPROVING

The Journal of St. Catharines
LIMITED
J. M. Elsn, Managing Directr
112 St. Paul St., St. Catharines, Ont

THE GENERAL ADVERTISER

is reminded that unlike other Ontario cities, only a small number of Toronto or other Metropolitan Canadian papers are circulated in Windsor and vicinity.

The Windsor Record

has this field almost entirely to itself.

(From Hamilton Herald, Mar. 9. 1912)

Another Record

Herald's Show Number Had 8005 Lines of Automobile Advertising

The Herald has received many compliments from different sources on the magnificent automobile section issued in connection with the Toronto motor show. In the edition published on Saturday, Feb. 17, more columns of automobile news and notes and more lines of display motor advertising were published than ever appeared in one issue of a Hamilton paper before. Over 8,000 lines of display motor advertising (and none of it in trade) were carried in this fine section. Following is a summary of these displays.

	Lines
E. M. F.	2440
Schacht	1575
P. Christopher, Jackson	1050
McLaughlin	1000
Russell Motor Company	600
Ford	600
Patterson Motor Sales	200
McIntosh Tire Company	200
Lampman & Son (Overland)	140
Hill Garage	100
Automobile Tire Company	100
	8005

The former local record for automobile advertising was made by the Herald in the issue of August 26, 1911, all of which goes to show that automobile dealers fully appreciate the quality and quantity of the Herald circulation.

technicalities of the linen industry, so cannot say if this feature justifies the importance given to it, but at all events these people are talking in the right direction by taking the feature which they consider vital and emphasizing it for all they are worth.

Here's an example of concentration which might well be imitated.

MEN AND MEDIA

A. C. MOWER, formerly of the advertising department of the Quaker Oats Co., at Chicago, has been appointed manager of the Montreal plant of the E. L. Ruddy Co., Toronto, outdoor advertisers. Mr. Mower has already assumed the duties of his new position.

* * *

Farm and Dairy have taken another step forward in the matter of building up confidence amongst their readers.

The old protective policy, which has been of such great service to *Farm and Dairy* advertisers, has been superseded by an absolute guarantee that every advertiser whose copy is published is reliable.

This fearless attitude should add further prestige to this well known farm weekly.

* * *

Jack Canuck, Toronto, with a view to enlarging its usefulness, is making a further issue of stock. The Trusts & Guarantee Co., Limited, of Toronto, are acting as trustees for the bondholders and a copy of the prospectus may be obtained by writing the paper at 48 Adelaide Street West, Toronto.

* * *

Wm. E. Caiger, one of the best known men in the advertising fraternity of Toronto, died recently at his residence after an illness of only a week's duration.

In turn he was advertising manager of the *World*, *News* and *Star*, Toronto, and later ran an advertising agency in that city.

He is survived by one son and three daughters.

* * *

A new monthly, *The Teller*, has made its appearance, and is snappily written and well illustrated. It is edited by and published in the interests of the staff of the Sterling Bank of Canada.

* * *

A new Duplex press with a capacity of 5,000 copies per hour has been installed in the plant of the *Brandon Times*.

This is one of the best machines of its kind, and will enable the publishers to fill the demand for this progressive paper in a much more satisfactory manner than hitherto.

* * *

The recent invention of Dr. Merters of Germany, whereby artistic prints can be produced on ordinary printing paper by means of a special etching process bids fair to revolutionize the illustrations in the press of all countries.

At first it was impossible to

The Meaning of the Word 'Service'

Agency Service has long ago ceased to be a mere bargaining for white space. It has grown to be the most profitable selling help for manufacturers of every class of goods.

WOODS - NORRIS SERVICE

is Agency Service at its best—thorough, personal and economical.

We are splendidly equipped to advise on selling plans and distribution methods, and our up-to-date art, copy and checking departments will go a long way to make your advertising entirely efficient.

Many leading National Advertisers bear witness to the efficiency of our service.

May we demonstrate how we can help YOU? It will put you under no obligation to ask for details.

Woods-Norris Limited

Advertising Agency

MAIL BUILDING - TORONTO

combine the new machinery with the rotary press, but this difficulty has now been overcome, and the very finest results have been obtained from ordinary newspaper printing.

The exquisite finish of these illustrations and the pleasing softness of shades far excel anything hitherto produced.

Further details of the new invention will be anxiously awaited.

* * *

In the report of the Hamilton Ad Club meeting of October 22nd in November Economic Advertising an error crept in. The "Smith" referred to should have been our good friend Adam of that clan, not Fred as stated. We apologise.

* * *

W. G. Robertson, of the staff of the *Toronto Star*, has become secretary of the Ontario Motor League. Mr. Robertson was formerly editor of *Varsity*, and later with the *Edmonton Bulletin*.

* * *

The Canadian Home Journal is sending out to advertisers and agents a brass calendar stand, with the recipient's name etched on it. The calendar makes a handsome and useful desk reminder of this leading woman's monthly.

* * *

The claims of *La Patrie*, Montreal, in regard to the amount of automobile advertising carried are amply proven in an attractive and convincing booklet to hand.

There is no automobile magazine in the French language published in Canada, and this omission *La Patrie* is filling in a large measure.

The prosperous French field is one which may well be tapped by this industry, and *La Patrie* offers an excellent medium.

* * *

J. Castell Hopkins of Toronto, editor of the *Canadian Annual Review*, was recently entertained by the Women's Canadian Club of Edmonton and the Edmonton Women's Press Club.

* * *

From Bath, England, we have received a most artistic poster depicting a winged figure dispensing the health-giving waters of this famous spa to all in need of renewed strength. The poster, the work of that eminent artist, Charles E. Buchel, is aimed to popularise the "Queen of the West," and sets a very high standard of lithographic work. It was produced by Miles & Co., of London, Eng.

* * *

By the courtesy of Clarence R. Lindner we have been favored with proofs of a striking series of ads. recently published in the Cleveland *Leader* and *News* to advertise advertising in general, and especially in these papers.

These articles, we understand, have been very successful in stimulating business on the days on which they have appeared, and this is not to be wondered at, for they are meaty, and full of that human interest talk which never fails to carry conviction. It will be noticed from the two ads. reproduced that the talks are very

general, and little direct mention is made of the papers in which they appear.

* * *

The Toronto Star forward proofs of a series of first page advertisements which commenced on November 4th, and are being published with a view to advertising the advertiser, and incidentally setting forth the merits of the *Star* as a publicity medium.

The series consists of 20 ads., well displayed in space 50 lines by 2 columns, and while all are forcefully and concisely written, perhaps the best are those dealing with advertising as insurance against loss, as a matter of self-protection, as a means of lowering the cost of living, as a public service and as a means of economizing.

We congratulate the *Star* on this most excellent series. A couple of these ads. are reproduced on another page.

* * *

Louis N. Geldart has become associated with the Woods-Norris Limited Advertising Agency, Mail Building, Toronto.

* * *

T. J. Tobin has sold to the Acton Publishing Company his interest in the three papers, *Dry Goods Record*, *Ready-To-Wear*, and *Men's Wear*, and has formed a connection with *The Canadian Countryman* as Advertising Manager.

* * *

With a view to ascertaining the class of readers which their Journal interested, the *Canadian Home Journal* included a full page advertisement in a recent issue asking for a reply to 40 specific questions.

The replies to this ad. have been eminently satisfactory, and the interest shown and the trouble taken in replying to these questions must be as gratifying to the publishers as they are of value to advertisers.

The questions covered a wide range, details being requested of the particular brands of household goods used with further information as to property owned, etc. And in this last connection it speaks well for the purchasing power of *Home Journal* readers, when we read that the average value of property owned by them is $7,159.

This commendable work, we feel sure, will be thoroughly appreciated by the growing number of *Home Journal* Advertisers.

* * *

E. St. Elmo Lewis, one of the most notable of present-day advertising men, and advertising manager of the Burroughs Adding Machine Company, was recently made honorary member of the Milwaukee Association of Bookkeepers and Accountants.

This signal honour was conferred as a result of his splendid address

on the "New Gospel of Efficiency," delivered before the Milwaukee Advertising Club.

* * *

The Weekly Advance, Kemptville, Ont., forward a booklet giving sworn details of circulation and further details of this progressive rural weekly that would do credit to any of our large metropolitan dailies.

A map of the district covered by this paper is included and the accompanying reading matter is terse, and well written.

The West has not got everything its own way while live wires like the *Advance* are still to be found in old Ontario.

* * *

The Canadian Countryman, by one of the most energetic circulation campaigns ever put on in Canada, are breaking records week after week.

They are advertising their publication extensively in agricultural weeklies, and important weekly editions of big dailies, and claim to have the largest force of road men organised in Canada to-day.

* * *

C. F. Hardy has resigned his position as advertising manager of the *Canadian Horticulturist*, Peterborough, and has joined the staff of the *Montreal Star* at their Eastern office in Montreal.

His place has been taken by C. S. Thompson, of Toronto.

* * *

West Canada Publishing Co., of Winnipeg forward a very elaborate souvenir book in commemoration of the centenary of Catholicism in Western Canada.

The contents cover not only the achievements of the Catholic Church in Western Canada, but also give an account of the material development of the West, with sketches of many of its leading men.

This leading Western printing house are to be congratulated on an excellent production.

* * *

The newspapers, apparently, do not get all the plums, and this time they have certainly been sidetracked.

The Government appropriation of $30,000 (a nice little sum), for the advertising of annuities, has been made exclusively for billboard advertising.

Every town in Canada possessing a modern billboard equipment will be covered, and the posting will be in the hands of the newly-formed Poster Advertising Agency and E. L. Ruddy, Limited, both of Toronto.

* * *

In a folder recently issued by the *Canadian Courier*, sworn evidence is included of the continued growth of this class journal. High water mark was reached on September 28th, with a circulation of 27,450, while the average for the first nine months of the year was 25,517. Improvement all along the line is noticeable.

* * *

A most artistically gotten up booklet descriptive of the City Beautiful—Victoria—has been re-

ceived from the *Daily Times* of that city. A couple of maps of Vancouver Island and the Western Provinces are included, and the illustrations and reading matter portray in a forceful manner the wonderful possibilities of this part of the Dominion.

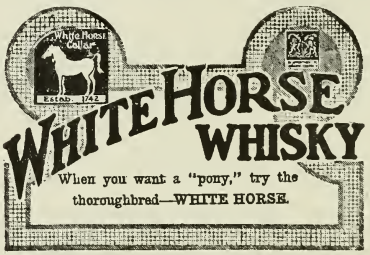
Dame Nature was indeed in a lavish mood when she came to apportioning her gifts in this part of the country. The booklet should prove an excellent business producer for this progressive paper.

* * *

We learn that the large seven page ad. of the Right House, Hamilton, which appeared in the Hamilton *Herald* of October 19th was set by and appeared in the Hamilton *Spectator* of the same date. We are glad to make this statement as our notice in November issue made it appear that this striking advertisement appeared exclusively in the *Herald*.. The *Spectator's* circulation is now 24,535 daily.

* * *

The Canadian Press, Limited, held its annual meeting on November 20th. Members were present from all the leading cities of the Dominion, and various matters relating to the telegraphic news service of Canadian daily newspapers were discussed. Officers were elected for the coming year as follows: President, Mr. J. F. McKay, *The Globe*, Toronto; First Vice-President, Mr. M. E. Nichols, The *Telegram*, Winnipeg; Second Vice-President, Mr. J. S. Lewis, jun., *The Star*, Montreal; Secretary-Treasurer, Mr. J. E. Atkinson, *The Daily Star*, Toronto. Directors: Messrs. J. P. McConnell, *The Sun*, Vancouver; J. Kerr, *The Regina Leader;* J. H. Woods, *The Calgary Herald;* J. H. Macklem, *Winnipeg Free Press;* J. Ross Robertson, *The Evening Telegram*, Toronto; E. S. Slack, *The Montreal Gazette;* G. Gordon-Smith, *The Montreal Witness;* G. Fred. Pearson, *The Halifax Chronicle;* E. L. McCready, *St. John Telegraph;* W. J. Blackburn, *The London Free Press*, and P. D. Ross, *The Ottawa Journal*.



Clever play on words

A conference of the shareholders of Canadian Press, Limited, and the Canadian Press Association was held in the afternoon to discuss postal rates on newspapers. A deputation representing both bodies was appointed to interview the Postmaster-General on November 23rd with the object of ascertaining the views of the Post Office Department on the matter of rates of postage on newspapers. It has been hinted that the department contemplates an increase in the rates at an early date.

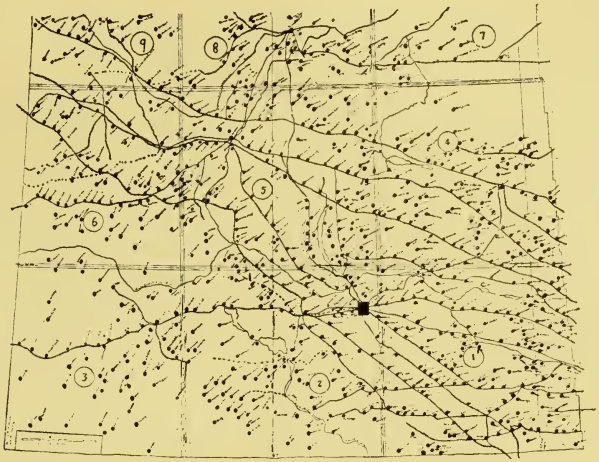
The Saskatchewan Standard

WESTERN FARMER'S FIRESIDE FRIEND & COUNSELLOR

ESTABLISHED 1883

Has a larger list of readers within its home Province than any other newspaper published in this Province.

The home circulation paper is always the best advertising medium,



An average of sixteen copies of each issue of the Saskatchewan Standard goes to each Post Office on the map.

Advertise in The Globe

YOU are not reaching the people of Canada if you are not using the columns of **The Globe.** Into fifty-eight thousand families it goes day after day and week after week. Its news service is unequalled. It covers the local field, it covers Canada; and its world news keeps its readers in touch with everything of interest which is happening wherever a telegraph wire exists. **The Globe** appeals to every member of the family.

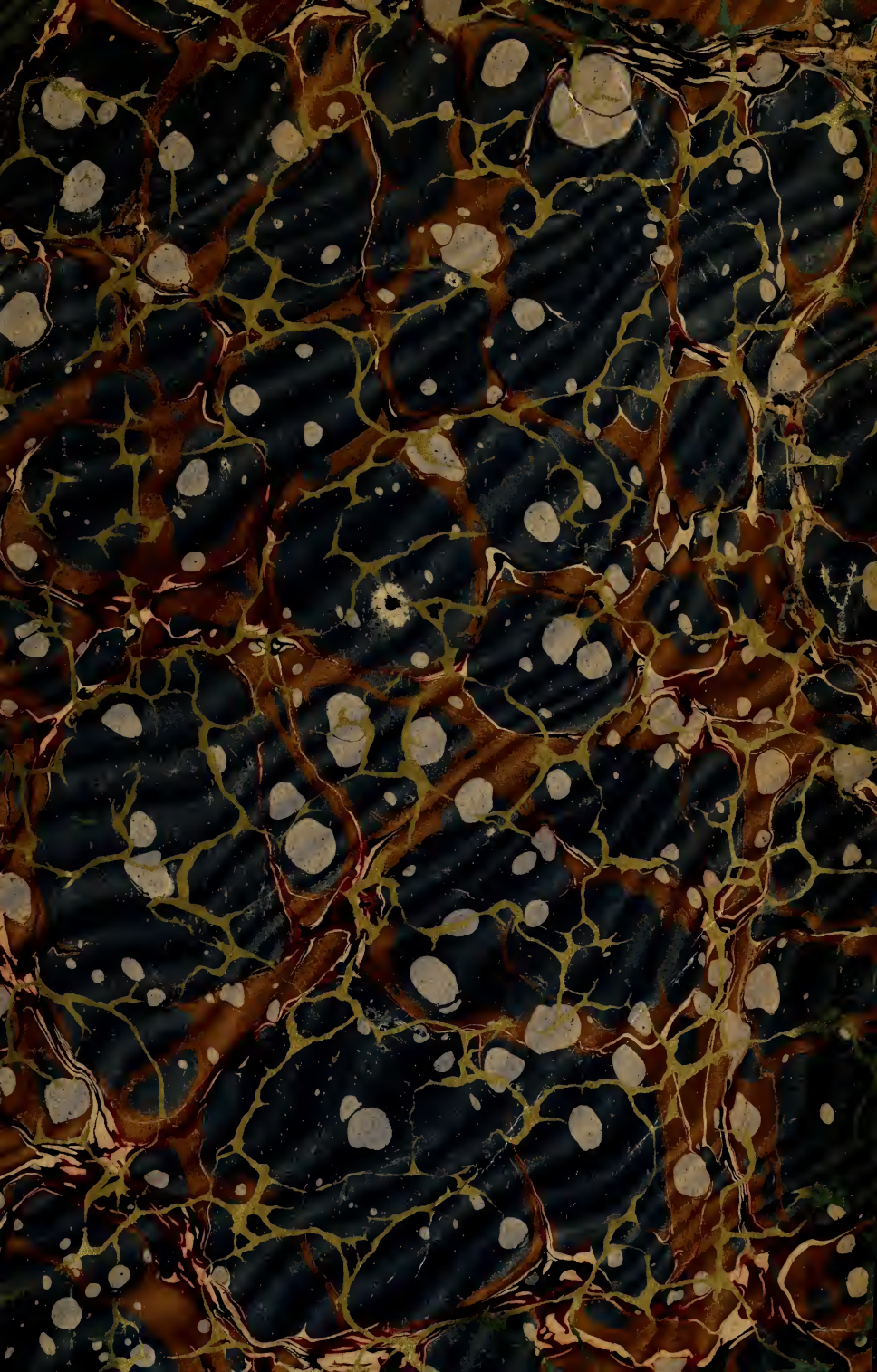
TELL ABOUT YOUR GOODS

If you are manufacturing an article which ***you*** know should be used by the people of Canada, let ***the people of Canada*** know about it. It has merits, it is well made, it fills a recognized want, it is a sanitary food or a wearable garment. You know; but

DO THE PEOPLE KNOW?

An advertisement in **The Globe** will educate directly fifty-eight thousand families—nearly a quarter of a million individuals. And they constitute the buying public of Canada. Let us discuss a selling campaign with you.

The Globe

TORONTO

CANADA'S NATIONAL NEWSPAPER